



Research Paper

The Effect of Service Quality on Public Trust Mediated By Commitment

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Abstract

The aims of this study were to identify and analyze (1) the effect of service quality on public trust; (2) the influence of Service Quality on user commitment; (3) the effect of user commitment on public trust; and (4) the effect of service quality on public trust through user commitment. This study uses a quantitative approach using an instrument in the form of a questionnaire. The sample in this study totaled 57 people who were village officials. The method of analysis of this research is descriptive analysis and Partial Least Square (PLS).

The results of this study indicate that service quality has a positive and significant effect on public trust, service quality has a positive and significant effect on commitment to use Public trust has a positive and significant effect on commitment to use and the results show that quality has a positive and significant effect on public trust through commitment to use

Keywords: Public Trust, Service Quality and User Commitment

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I. Introduction

One of the activities carried out by an organization is to provide good services to units of activity within the organization and to parties outside the organization. Public organizations in providing good services are required to be able to act quickly and accurately. Good service is reflected in the effectiveness and efficiency of each activity carried out with lancear. The government as a service provider is responsible for providing the best service to the community. The low quality of services provided by government officials is a bad image of the government in the midst of society. Some people who have dealt with the bureaucracy always complain and are disappointed with the services provided. There are some people who still underestimate the performance of the bureaucracy. As a result, many service users or the public take shortcuts using brokers to take care of their needs related to the government bureaucracy..

Trust is the foundation of a relationship. A relationship between two or more parties will occur if each trusts the other (Yousafzai, 2003). Trust is a person's willingness to depend on another party with certain risks (Kotler and Keller, 2012). trust is a general expectation held by individuals that the words, promises, or statements of other individuals are reliable (Rotter, 1980). Therefore, the government needs to pay attention and increase public trust. Some previous research results have revealed that trust is influenced by service quality and commitment (Rusfiadi et al., 2021; Rifa'i et al., 2020; Sahin, 2020; Haron et al., 2020; Artawan et al., 2020; Alketbi et al., 2020; Setiawan et al., 2020 Lanin and Hermanto, 2019; Eliza et al., 2011).

According to Rusfiadi et al (2021) public service quality is an activity of organizing public services carried out by government agencies in an effort to meet the wants and needs of the community for services, products / goods or administrative services. The higher the quality of service, it is expected that public trust in government officials will increase significantly. Service quality has a significant role in increasing public trust (Rusfiadi et al., 2021; Sahin, 2020; Haron et al., 2020; Artawan et al., 2020; Alketbi et al., 2020; Setiawan et al., 2020 Lanin and Hermanto, 2019; Eliza et al., 2011). However, service quality is not always able to increase public trust, because according to Yusuf (2017) to make the public believe in the services provided by the government, services that are able to make the public feel satisfied are needed. The inconsistent findings of previous research results regarding the role of service quality in increasing trust motivate researchers to re-examine the effect of service quality on public trust..

Service quality is also an important factor in increasing commitment, because the better the quality of service received by service users will increase user commitment to continue using the services offered by service

providers. Commitment according to Hayat (2013) is the desire to maintain a stable relationship and the willingness to make sacrifices to obtain long-term benefits. The results of research by Rusfiadi et al., (2021); Lee and Seong, (2020); Alketbi et al., (2020) and Hayat, (2013) reveal that good service quality significantly plays a role in increasing user commitment to continue using services from service providers. However, Wahyuningsih (2019) found that service quality has no effect on commitment. Therefore, researchers are also motivated to re-examine the effect of service quality on user commitment.

User commitment is one of the factors that also has an important role in increasing public trust. Increasing user commitment to continue using the services offered by the service provider organization has an impact on increasing public trust in the service provider organization. User commitment significantly has a strong role in increasing trust (Rusfiadi et al., 2021 and Rifa'i et al. 2020). However, another previous study, namely Yuliza et al., (2011) found that commitment had no significant effect on increasing public trust. Therefore, researchers are motivated to re-examine the role of user commitment on public trust.

The government has an obligation to provide good public services for every citizen and resident so that their basic needs can be met. However, it cannot be denied that public trust in the government in providing services is relatively low, even though the government has made efforts to improve the quality of its services. Such as simplifying service procedures, increasing the competence of human resources, improving service facilities and infrastructure and preparing communication channels for the public to submit criticism and suggestions for evaluation of service improvement.

Public trust still needs to be sought by the government to ensure that people want to use public services from the government without having to pay more and get good service. Therefore, it is necessary to improve the quality of good services that can really be utilized by the community well without having to pay more by using the help of intermediaries such as brokers and ensuring that in the service process there are no illegal levies from irresponsible individuals. The essence of public service is that providing good service to the community is an obligation and requires the commitment of government officials as public servants. As government officials, officials / public service providers have an obligation to manage and develop public services so that they can meet the needs of the community. Public services have a very important role in the government sector because they concern the public interest, even the interests of the people as a whole. In everyday life, service is something that is difficult to separate from human activity.

II. Literature Review dan Hypotesis

2.1. The Effect of Service Quality on Public Trust

Marketing is an important activity in a company aimed at meeting the needs and desires of the community through a service that is expected to provide benefits to the company. According to Kotler and Keller (2016), marketing is a social process in which individuals and groups get what they need and want by creating, offering and freely maintaining products of value with other parties. Service quality and trust have a strong relationship where good service quality will give users confidence to depend on their expectations on service providers. The quality of public services is an activity of organizing public services carried out by government agencies in an effort to fulfill the wants and needs of the community for services / products or administrative services. Quality services will increase public trust (Rusfiadi et al., 2021; Sahin, 2020; Haron et al., 2020; Artawan et al., 2020; Alketbi et al., 2020; Setiawan et al., 2020 Lanin and Hermanto, 2019). Based on the foregoing, the hypothesis 1 proposed in this study is:

H1 : Service Quality has a positive and significant impact on Public Trust

2.2. The Effect of Service Quality on User Commitment

Commitment is an ongoing desire to maintain a valued relationship (Morgan and D.Hunt (1994). Barnes (2003) states that "commitment is a psychological state that globally represents the experience of dependence on a relationship, commitment summarizes the experience of previous dependence and directs reactions to new situations". Service quality is a measure of how well the services provided are able to meet the expectations of service users. Good service quality will increase service user commitment, this is explained by Rusfiadi et al, (2021) that users who are satisfied with the better service from service providers will make their service user commitment stronger to continue using the service. Service quality significantly has a controversy in increasing user commitment (Rusfiadi et al., 2021; Lee and Seong, 2020; Alketbi et al., 2020; Hayat, 2013). Based on this, the hypothesis 2 proposed in this study is:

H2 : Service Quality has a positive and significant impact on User Commitment

2.3. The Effect of Public Trust on User Commitment

User commitment is a strong desire that grows from a person to maintain a valuable long-term relationship with his partner or work partner. Commitment to maintain the relationship is built if each party gets the expected value from its partner or work partner (Rusfiadi et al., 2021). The success of a company cannot be

separated from the existence of trust in the value of the services provided by the service provider. Trust is a person's willingness to rely on others where we have confidence in him. Trust is a mental state based on a person's social situation and context. Trust reflects the cumulative effect over time (Yusuf, 2017). Commitment and trust have a strong relationship where commitment and trust can arise from interactions over time which causes the relationship between one party and the other to become stronger. Commitment to maintain the relationship will create trust. User commitment has a significant contribution to increasing public trust (Rusfiadi et al., 2021 and Rifa'i et al., 2020). Based on this, the research hypothesis 3 proposed is:

H3 : Public trust has a positive and significant effect on User commitment

2.4. The Effect of Service Quality on Public Trust Through User Commitment

Good service quality according to Rusfiadi et al, (2021) will increase service user commitment, where users who are satisfied with the better service from the service provider will make their service user commitment stronger to continue using the service. Commitment and trust have a strong relationship where commitment and trust can arise from interactions over time which causes the relationship between one party and the other to become stronger (Rusfiadi et al., 2021 and Hayat, 2013). Commitment to maintaining the relationship will create trust. Better service quality will increase user commitment and have implications for increasing public trust (Rusfiadi et al, 2021; Rifa'i et al., 2020; Lee and Seong, 2020; Alketbi et al., 2020; and Hayat, 2013). Based on the foregoing, the hypothesis 4 proposed in this study is:

H4 : Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepercayaan publik melalui komitmen pengguna

III. Research Methods

This study is quantitative based using data from the public service sector in the village government with the aim of examining the impact of increasing public trust through service quality and user commitment. The data collection method of this study is a survey using a questionnaire in the form of a questionnaire where data is only collected once. The survey method is a research activity carried out at a certain time to explain the respondent's condition (Sekaran and Bougie, 2016). Respondents of this study were all village government officials totaling 57 people. The data analysis method used in this research is descriptive analysis and inferential statistics, namely SEM-PLS.

IV. Results and Discussion

4.1. SEM-PLS Analysis

Based on data processing on path algorithm testing, the following results are obtained:

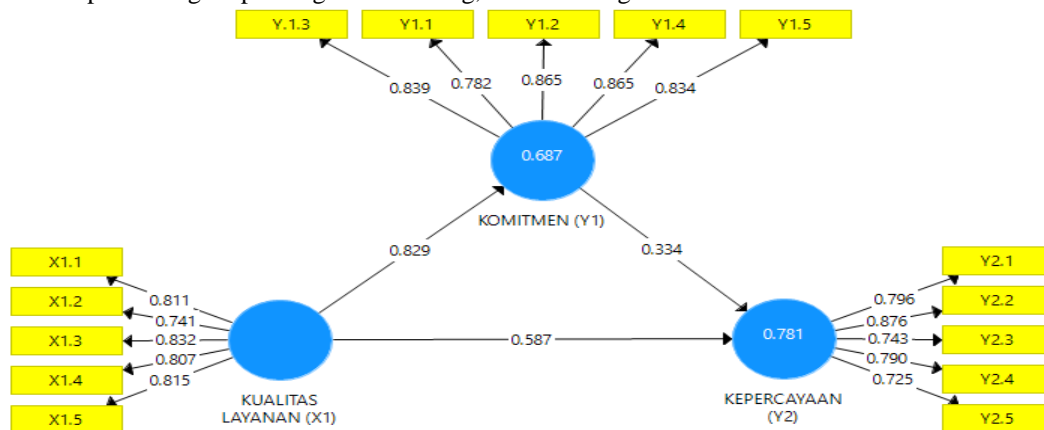


Figure 1. Path Algorithm

4.1.1. Measurement Model Testing (Outer Model)

Evaluation of the external measurement model with reflective indicators can be done through testing the validity of each indicator on each construct and testing the reliability of the construct. Where the validity criteria are measured by convergent validity and discriminant validity, while construct reliability is measured by composite reliability...

Indikator variabel kualitas layanan terdiri dari: *reliability, assurance, tangible, empathy* dan *responsiveness*. Nilai loading faktor untuk setiap indikator kualitas layanan dapat dilihat pada table 5.9 berikut ini:

Tabel 5.9. Evaluation of Service Quality Variable Model

Indicator	Outer Loadings	T-Statistic	P-value
Reliability	0.811	5.546	0.000
Assurance	0.741	3.712	0.000
Tangible	0.832	3.599	0.000
Emphaty	0.807	6.139	0.000
Responsiveness	0.815	6.285	0.000

The five service quality indicators have an outer loadings value greater than 0.5 and are statistically significant because the P-value is smaller than 0.05. Based on the value of outer loadings, it is known that the most dominant indicator in reflecting service quality is the reliability indicator, which can be explained that the quality of service carried out by village / kelurahan officials is more dominant in service reliability.

Indicators of commitment variables consist of: commitment to maintaining relationships, commitment to the importance of relationships, maximum efforts to maintain relationships, a sense of belonging, and pride. The loading factor value for each commitment indicator can be seen in table 5.10 below:

Tabel 5.10. Model Evaluation of Commitment Variables

Indicator	Outer loadings	T-Statistic	P-value
Maintaining Relationships	0.782	4.844	0.000
Establishing Relationships	0.865	8.130	0.000
Maximum Effort	0.839	6.005	0.000
Sense of Belonging	0.865	6.124	0.000
Pride	0.834	7.099	0.000

The five commitment indicators have an outer loadings value greater than 0.5 and are statistically significant because the p-value is less than 0.05. Based on the outer loadings value, it is known that the most dominant commitment indicators in reflecting employee commitment are the indicators of the importance of establishing relationships (Y1.2) and a sense of belonging (Y1.4), which can be explained that employee commitment is good because employees feel that the importance of establishing relationships and a high sense of belonging to village organizations is an obligation based on ethics and morals upheld by every civil servant..

Indicators of public trust variables consist of: ability, kindness, integrity, consistency and openness. The loading fctor value for each indicator of public trust can be seen in table 5.11 below :

Tabel 5.11 Model Evaluation of Public Trust Variable

Indicator	Outer Loadings	T-Statistic	P-value
Ability	0.796	4.722	0,000
Kindness	0.876	5.630	0,000
Integrity	0.743	3.903	0,000
Consistency	0.790	3.665	0,000
Openness	0.725	3.803	0,000

The five trust indicators have an outer loadings value greater than 0.05 and are statistically significant because the p-value is smaller than 0.05. Based on the outer loadings value, it is known that the most dominant indicator of public trust in reflecting public trust is kindness. This can be explained that public trust is good, especially reflected in village officials providing good service, prioritizing the interests of the community and conveying service requirements correctly.

After all indicators are declared valid, the next step in testing convergent validity is to look at the Average Variance Extracted (AVE) value where the value must be above 0.5 (Ghozali, 2012). The results of the calculation of the AVE value are presented in Table 5.12 below:

Tabel 5.12 AVE Value

Variable	AVE
Service Quality (X)	0.621
User Commitment (Y1)	0.702
Public Trust (Y2)	0.643

Table 5.12 shows that the Average Variance Extracted (AVE) value is above 0.5 so that the requirements for convergent validity testing have been met. Therefore, all questionnaire items can be used for subsequent data analysis.

Validity testing can be done by comparing the cross loading value of each indicator against each construct where the indicator in each construct block must have the highest loading factor compared to the loading factor on other constructs (Ghozali, 2012). The complete discriminant validity testing stage can be described as follows:

Tabel 5.13 Cross Loading

Indicator	Service Quality (X)	User Commitment (Y1)	Public Trust (Y2)
X1.1	0.736	0.631	0.811
X1.2	0.638	0.667	0.741
X1.3	0.697	0.642	0.832
X1.4	0.680	0.729	0.807
X1.5	0.709	0.649	0.815
Y1.1	0.624	0.782	0.707
Y1.2	0.691	0.865	0.708
Y1.3	0.661	0.839	0.700
Y1.4	0.751	0.865	0.648
Y1.5	0.703	0.834	0.709
Y2.1	0.796	0.679	0.677
Y2.2	0.876	0.785	0.795
Y2.3	0.743	0.523	0.656
Y2.4	0.790	0.640	0.689
Y2.5	0.725	0.573	0.560

Indicators of a construct are declared valid if they have the highest loading factor on the intended construct compared to loading factors on other constructs. Table 5.13 shows that the loading factor for indicators on the knowledge sharing variable (X1.1 to X1.5) has a loading factor on the service quality construct that is higher than that with other constructs. Thus, latent constructs predict indicators in their blocks better than indicators in other blocks.

Model measurement is also carried out by testing the reliability of a construct (Ghozali, 2012). Reliability test is conducted to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs (Ghozali, 2012). The results of composite reliability between constructs and their indicators can be seen in Table 5.14 as follows:

Tabel 5.14 Composite Reliability

Variable	Composite Reliability
Service Quality (X)	0.891
User Commitment (Y1)	0.922
Public Trust (Y2)	0.900

The composite reliability value as shown in table 5.14 above shows that each construct has good reliability, which is above 0.7. Where according to Chin (1998) in Ghozali (2012) a construct is said to have good reliability if the value is above 0.7. In table 5.14 above, it can be seen that the value for composite reliability of the service quality construct is 0.891, the commitment construct is 0.922, and the public trust construct is 0.900. Referring to the opinion of Chin (1998), the results of the composite reliability of each construct are considered good and can be used in the analysis process because they have met the reliability requirements.

4.1.2. Structural Model Testing (*Inner Model*)

4.1.2.1. Q-Square Value

Goodness of fit model in PLS analysis is done using Q-Square predictive relevance (Q²). The Goodness of fit Model results have been summarized in Table 5.15 below:

Tabel 5.15. R Square

Variable	R-Square
Service Quality (X)	
User Commitment (Y1)	0,687
Public Trust (Y2)	0,781

$$Q^2 = 1 - (1 - R_1^2) * (1 - R_2^2)$$

The Q-square calculation using the R-square data in the two models above can be done as follows:

$$Q^2 = 1 - (1 - 0,687) * (1 - 0,781)$$

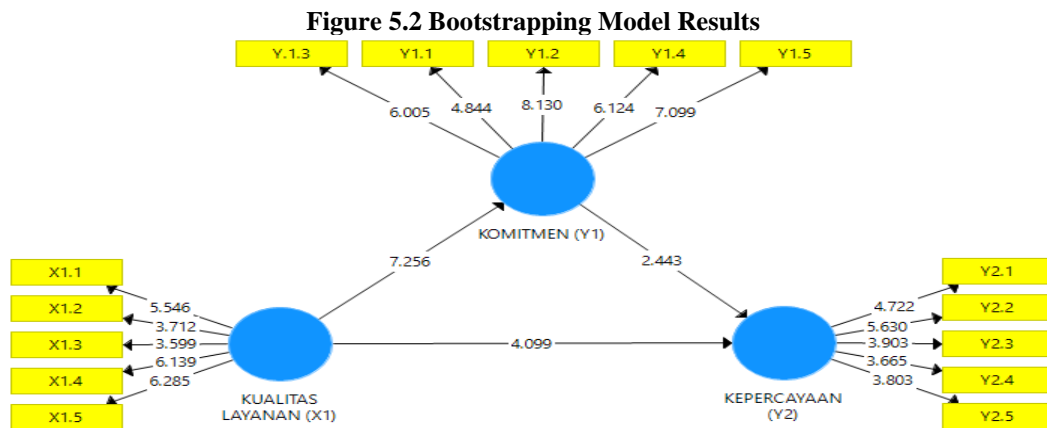
$Q^2 = 0,931$

Based on Table 5.15 above, the R-square of the commitment variable is 0.687 or 68.7%. This can show that the diversity of commitment variables can be explained by the service quality variable by 68.7%, or in other words, the contribution of the service quality variable to commitment is 68.7%, while the remaining 31.3% is the contribution of other variables not discussed in this study. Furthermore, the R-square of the public trust variable is worth 0.781 or 78.1%. This can show that the diversity of public trust variables can be explained by the contribution of service quality and commitment variables by 78.18% or in other words the contribution of service quality and commitment variables to public trust is 78.1%, while the remaining 21.9% is the contribution of other variables not examined in this study.

The commitment role model in mediating the effect of service quality on public trust provides a Q-square value of 0.931 which can be interpreted that the public trust variable can be explained by the direct influence of service quality and the mediating role of commitment by 93.1% while the remaining 6.9% is explained by other variables outside the model.

4.1.2.2. Hypothesis Testing and Discussion

Hypothesis testing procedure by performing the bootstrapping process. The procedure in hypothesis testing is by comparing the T-count or T-statistic value with the T-table in the Path Coefficient table. A hypothesis is said to be accepted if the T-count value is greater (>) than the T-table. With a sample of 75 at a significance level of 5% ($\alpha = 0.05$), the T-table value is 1.96 at a significance level of 5% (0.05). This T-table value will then be compared with the T-statistic value in the Path Coefficient table after the bootstrapping process. To clarify the hypothesis testing process, the following figure presents the bootstrapping results:



Based on the results of the bootstrapping process as in Figure 5.2. above, the value of the direct path coefficient (direct effect) in this research model can be presented in table 5.16 below:

Table 5.16. Summary of Path Analysis Results Direct Effect

Variabel Penelitian	Original Sample	T Statistic	P-Value	Description
Service Quality (X) → Commitmen (Y1)	0.829	7.256	0.000	Accepted
Service Quality (X) → Trust (Y2)	0.587	4.099	0.000	Accepted
Commitmen (Y1) → Trust (Y2)	0.334	2.443	0.015	Accepted

Based on the results of data processing in table 5.16 above, it can be seen in testing each hypothesis that has been proposed.

4.1.2.3. Hypothesis Testing of Direct Influence
1. The Effect of Service Quality on Trust

The first hypothesis proposed in this study is "service quality has a positive and significant effect on trust". Table 5.16 shows the estimated path coefficient value (original sample) of the effect of service quality on trust of 0.587 and is positive. The calculated T value of $4.099 > 1.96$ and the P-value of 0.000 is smaller than the $\alpha = 0.05$ value.

This value indicates that service quality has a positive and significant effect on trust. Thus the first hypothesis proposed in this study is accepted.

The results of this study prove that improving service quality by improving the ability of facilities and infrastructure, increasing sincere attention and always trying to understand the needs of the community, further increasing the speed in responding and serving the needs of the community, improving services as promised and increasing the knowledge, courtesy and ability of officials in providing services is significantly proven to be able to increase public trust in village / kelurahan officials. The quality of public services is an activity of organizing public services carried out by government agencies in an effort to fulfill the wants and needs of the community for services / products or administrative services. Quality services will increase public trust (Rusfiadi et al., 2021; Sahin, 2020; Haron et al., 2020; Artawan et al., 2020; Alketbi et al., 2020; Setiawan et al., 2020 Lanin dan Hermanto, 2019)

2. The Effect of Service Quality on Commitment

The second hypothesis proposed in this study is "service quality has a positive and significant effect on commitment". Table 5.16 shows the estimated path coefficient value (original sample) of the effect of service quality on commitment of 0.829 is positive. The calculated T value of 37.256 is greater than the T table = 1.96 and the P-value of 0.000 is smaller than $\alpha = 0.05$. This value indicates that service quality has a positive and significant effect on commitment. Thus the second hypothesis is accepted.

The results of this study prove that service quality has a positive and significant effect on user commitment, meaning that the better the service provided, the more committed the village / kelurahan officials are to always provide public services to the village / kelurahan community. Service quality is a measure of how well the services provided are able to meet the expectations of service users. Good service quality will increase service user commitment, this is explained by Rusfiadi et al, (2021) that users who are satisfied with better service from service providers will make their service user commitment stronger to continue using the service. Service quality significantly has a controversy in increasing user commitment (Rusfiadi et al., 2021; Lee dan Seong, 2020; Alketbi et al., 2020; Hayat, 2013)

3. The Effect of Commitment on Trust

The third hypothesis proposed in this study is "commitment has a positive and significant effect on public trust". Table 5.16 shows the estimated path coefficient value (original sample) of the effect of knowledge sharing on commitment of 0.334 is positive. The calculated T value of 2.443 is greater than the T table value of 1.96 and the P-value of 0.015 is smaller than $\alpha = 0.05$. This value shows that commitment has a positive and significant effect on public trust. Thus the third hypothesis is accepted.

The results of this study found that the higher the commitment of village / kelurahan officials in providing services to the community. The findings of this study are in line with the results of research by Rifa'I et al. (2020) who found the importance of fostering commitment because commitment is important to convince and increase trust. The results of this study do not support the results of research by Eliza et al. (2011) which found that commitment is an important factor in providing services to the community, but high commitment is not able to increase public trust to further increase the use of its services.

3.4.3.2. Hypothesis Testing of Indirect Effect

Based on the opinion of Hair et al (2016: 235), to test the indirect effect (mediating effect) between the variables in this study can be done by looking at the value in the Specific Indirect Effect table and the p-value in the Total Indirect Effect table. Where according to Hair et al (2016: 241) if the p-value on the indirect effect is smaller than 0.05, it can be said that the intervening variable in the study has a significant effect in mediating between variables.

This study, in addition to analyzing the direct effect of exogenous variables on endogenous variables, also analyzes the indirect effect through the mediating role of commitment variables on the effect of service quality on public trust. The results of the mediation role path analysis can be presented through the following table:

Tabel 5.17 Results of Indirect Effect Analysis (Mediation)

Exogenous Variables	Intervening Variable	Endogenous Variable	Original sample	T Statistic	P-value	Description
Service Quality	User Commitment	Public Trust	0,277	2.438	0.015	Accepted

Based on table 5.17 above, the indirect effect hypothesis testing is explained as follows:

4. The Role of Commitment Mediating the Effect of Service Quality on Public Trust

Based on table 5.16, it shows that the fourth hypothesis, namely the indirect effect of service quality on trust through commitment, has a path coefficient value (original sample) of 0.277 with a calculated T value of 2.438 greater than the T table 1.98 and a p-value of 0.015 smaller than $\alpha = 0.05$. Thus the 4th hypothesis is accepted, which means that improving service quality has an impact on increasing public trust through increased commitment.

The results of this study prove that to increase public trust in order to always want to use public services in the village / kelurahan, continuous efforts are needed to improve service quality because by improving service quality the community will believe but more importantly, high service quality is evidence of the increasing commitment of village / kelurahan officials in providing services to the community and this in this study has proven to be able to make people increasingly believe in public services in the village / kelurahan.

The research findings confirm the research findings of Rusfiadi et al., 2021, Rifa'i et al., 2020; Lee and Seong, 2020; Alketbi et al., 2020 which state that service quality is an important factor needed for the community to believe in the services provided by the government, improving service quality is also a driver and proof that government officials have a high commitment in providing services to the community and this is evidence that high service quality through high commitment is a consideration for the community to always believe in the efforts made by the government in providing public services to the community.

The results of research by Eliza et al. (2011) which found that commitment is an important factor in providing services to the community, but high commitment is not able to increase public trust to further increase the use of its services. The findings of Eliza et al. (2011) is not in line with the results of this study because this study found that the high commitment of village / kelurahan officials is an important factor in what is needed for the community so that they will increasingly believe in always using public services in the village / kelurahan.

V. Conclusions and suggestions

Based on the results of the research and discussion described in the previous chapter, the conclusions drawn in this study are; (1) service quality has a positive and significant effect on public trust. This means that service quality is an important factor in increasing public trust; (2) service quality has a positive and significant effect on user commitment, meaning that service quality is an important factor in increasing user commitment; (3) commitment has a positive and significant effect on public trust, meaning that user commitment has an important role in increasing public trust; (4) service quality has a positive and significant effect on public trust through user commitment, meaning that public trust will increase by improving service quality that can increase user commitment.

There are several things suggested in this study; (1) service quality is proven to have an important role in increasing user commitment and public trust, therefore service quality needs to be improved so that public trust will increase, especially in the assurance indicator because it has the lowest outer loading value; (2) user commitment is proven to have an important role in increasing public trust, therefore to further increase public trust, it is necessary to increase user commitment, especially in the indicator of the importance of establishing relationships because it has the lowest outer loading value.

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