Journal of World Science
Vol. 5, No. 9, September 2026, pp 925-944
E-ISSN: 2828-9307
https://doi.org/10.58344/jws.v5i9.1716

Quality of Public Services in Astanajapura Village in the Perspective of Community Satisfaction

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Keywords:
public service; community satisfaction; village government; service quality; village development

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ABSTRACT

Public services at the village level have a strategic role in increasing public satisfaction and trust in the government. This study aims to analyze the quality of public services in Astanajapura Village from the perspective of community satisfaction. The research uses a qualitative approach with an in-depth interview method with people who have accessed village services. The data was analyzed thematically to identify public perception of various aspects of public services. The results of the study show that the quality of public services in Astanajapura Village is generally perceived well by the community. The speed and reliability of administrative services are considered adequate, supported by the friendly, polite, and empathetic attitude of village officials. Clarity of information and ease of access to services also contribute to the comfort of the community in accessing services. In addition, transparency and fairness in the distribution of social assistance strengthen public trust in the village government. Public perception of village development shows a realistic and positive attitude, especially towards development programs that are concrete and directly touch household needs. This study concludes that community satisfaction with village public services is not only determined by administrative aspects, but also by the quality of social interaction, policy transparency, and the direction of village development that is responsive to community needs.

INTRODUCTION

Public services are one of the fundamental functions of government that directly determine the level of public trust in state institutions. In the context of local government, villages have a strategic role as the front line in the implementation of public services because they are directly confronted with the administrative, social, and economic needs of the community. The quality of public services provided by village officials not only reflects the performance of the bureaucracy at the grassroots level, but also becomes an indicator of the success of the implementation of *good governance* (Denhardt & Denhardt, 2015). Therefore, the issue of the quality of public services at the village level is important to be studied systematically, especially from the perspective of community satisfaction as service recipients.

In recent decades, the paradigm of public services has undergone a significant shift, from a procedural-oriented bureaucratic approach to one that places the public as a user of services (*citizen-centered service*). This shift requires public officials to not only comply with formal rules, but also ensure that the services provided are able to meet the expectations and needs of the community effectively, efficiently, and fairly (Osborne, Radnor, & Nasi, 2013). Community satisfaction then becomes an important measure in assessing the quality of public services, as it reflects the extent to which the services provided are able to meet citizens' expectations.

The concept of community satisfaction in public services is rooted in customer *satisfaction theory*, which states that satisfaction is the result of a comparison between initial expectations and actual perceived performance (Oliver, 1980). In the context of public services, the community acts as "service users" who have certain expectations for the speed, clarity, fairness, and attitude of the apparatus in providing services. When the quality of service is below expectations, dissatisfaction will arise and potentially reduce the level of public trust in the village government. On the other hand, high-quality services can increase community satisfaction, loyalty, and participation in village development (Van de Walle & Bouckaert, 2003).

Service quality itself is a multidimensional concept that is not only related to service results, but also the process and interaction between service providers and service recipients. One of the most widely used conceptual frameworks to measure service quality is the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988). This model identifies five main dimensions of service quality, namely *tangible, reliability*, *responsiveness*, *assurance*, and *empathy* Although it was initially developed in the context of the private sector, various studies have shown that the SERVQUAL dimension is relevant and adaptive for measuring the quality of services in the public sector, including local government services (Wisniewski, 2001).

In practice, the implementation of public services at the village level still faces various structural and cultural challenges. Limited human resources, low administrative capacity, convoluted service procedures, and lack of use of information technology are often the main obstacles in realizing quality public services (Andrews, Boyne, & Walker, 2011). This condition has the potential to create a gap between the service standards set and the reality of services felt by the community. Therefore, the evaluation of the quality of public services at the village level needs to be carried out empirically by involving the perception of the community as the main actor.

Astanajapura Village as one of the villages that carries out administrative and social service functions to the community has interesting service dynamics to be studied. Various types of services such as population administration, correspondence, social services, and facilitation of community needs are routine activities of village officials. However, the quality of these services can not only be assessed from the perspective of the organizer, but must be seen from the perspective of the community as beneficiaries. This perspective is important because community satisfaction is a direct reflection of the service experience experienced in real life.

Previous studies have shown that there is a significant relationship between the quality of public services and the level of community satisfaction. A study conducted by Van Ryzin

(2004) shows that the perception of service quality has a positive influence on public satisfaction and trust in the government. Similar findings were also expressed by Morgeson and Petrescu (2011) who emphasized that the quality of public service interaction plays an important role in shaping citizen satisfaction. Thus, improving the quality of public services not only has an impact on the administrative aspect, but also on the legitimacy and image of the village government in the eyes of the community.

In addition, community satisfaction with public services also has long-term implications for citizen participation and compliance. Satisfied communities tend to be more cooperative, comply with rules, and actively participate in village development programs (Tyler, 2006). On the other hand, protracted dissatisfaction can trigger apathy, public complaints, and even social conflicts. Therefore, the measurement of community satisfaction should not be seen as an administrative formality, but rather as a strategic instrument for *continuous improvement* in the implementation of public services.

Although many studies on the quality of public services have been conducted, research that specifically examines public services at the village level, especially with a community satisfaction approach, is still relatively limited. Some research tends to focus on the level of local governments or large service agencies, so the micro-context of village services is often overlooked. In fact, the characteristics of village services have their own uniqueness, both in terms of social closeness between the apparatus and the community, as well as in terms of limited resources.

Based on this description, this research is important to fill the research *gap* by analyzing the quality of public services in Astanajapura Village from the perspective of community satisfaction. This research not only seeks to describe the level of service quality that is felt, but also identifies the service dimensions that have the most influence on community satisfaction. Thus, the results of the research are expected to make a theoretical contribution to the development of public service studies at the village level, as well as a practical contribution for the village government in formulating a strategy to improve service quality that is more responsive and oriented to community needs.

Academically, this research strengthens the relevance of the theory of service quality and satisfaction in the context of the local public sector. Practically, the research findings are expected to be the basis for evaluation and policy recommendations for village governments in improving the quality of public services in a sustainable manner. By placing community satisfaction as the main focus, public services in Astanajapura Village are expected to develop towards more inclusive, transparent, and accountable services.

The novelty of this study lies in its focus on evaluating the quality of public services at the village level by integrating the SERVQUAL framework with the perspective of community satisfaction in Astanajapura Village. Unlike previous studies that predominantly examine public service quality within broader governmental institutions or urban administrative settings, this research emphasizes the distinctive characteristics of village governance, including direct interactions between village officials and residents, limited institutional resources, and the influence of social relationships on service experiences. Furthermore, this study seeks to identify the relative contribution of five service quality dimensions—tangibles, reliability, responsiveness, assurance, and empathy—to community satisfaction. By examining these dimensions within the specific socioeconomic and administrative context of Astanajapura

Village, the research is expected to provide context-sensitive empirical evidence and extend the applicability of service quality theory to grassroots public administration.

The primary objective of this study is to examine the quality of public services provided by the Astanajapura Village Government from the perspective of community satisfaction. Specifically, the research aims to assess community perceptions of service quality across the five SERVQUAL dimensions, determine the level of satisfaction experienced by residents, and identify which dimensions contribute most substantially to overall community satisfaction. In addition, the study seeks to explore potential discrepancies between community expectations and actual service experiences to identify priority areas for improvement. Theoretically, this research is expected to enrich the literature on public administration, service quality, and citizen satisfaction by providing empirical insights into public service delivery at the village level. Practically, the findings are intended to provide village officials and local policymakers with evidence-based recommendations for improving administrative procedures, strengthening institutional capacity, enhancing service responsiveness, and establishing more citizen-oriented public service mechanisms.

The implications of this research extend to theoretical development, public administration practices, and local governance policies. From a theoretical perspective, the study is expected to contribute to a deeper understanding of how service quality dimensions relate to community satisfaction within decentralized governance structures, particularly in rural administrative settings. From a managerial perspective, the findings may assist the Astanajapura Village Government in identifying service weaknesses, prioritizing institutional improvements, and designing targeted capacity-building programs for village officials. From a policy perspective, the research may provide a foundation for developing measurable service quality standards, strengthening community feedback mechanisms, and integrating citizen satisfaction assessments into routine village government performance evaluations. Moreover, the findings could offer practical insights for other village governments facing comparable administrative and institutional challenges. Ultimately, this research is expected to support the development of more responsive, inclusive, transparent, and accountable village public services, thereby contributing to stronger public trust, increased community participation, and sustainable improvements in local governance.

METHOD

This study uses a qualitative approach with an interpretive descriptive design to understand the quality of public services in Astanajapura Village from the perspective of community satisfaction. The qualitative approach was chosen because this study focuses on exploring the community's experiences, perceptions, and subjective assessments of the public services they receive directly. Through this approach, the researcher seeks to gain a deep understanding of the reality of public services at the village level that cannot be fully explained through quantitative measurement (Creswell & Poth, 2018). Interpretive descriptive design allows researchers to describe service phenomena as experienced by the community while interpreting the meaning of these experiences in the social and administrative context of the village (Merriam & Tisdell, 2016).

The research was carried out in Astanajapura Village, which is one of the villages that provides administrative and social public services for the community. The subjects of the study

were village communities who had received public services from the village government. The research informants amounted to three community members who were selected using the purposive sampling technique by considering certain criteria, namely having accessed public services at the Astanajapura Village Office, having direct experience related to village administrative services, and being willing to provide information openly. The selection of a limited number of informants is not intended to make generalizations, but to obtain the depth of data and richness of information relevant to the focus of the research, as is common in qualitative research (Guest, Bunce, & Johnson, 2006).

Data collection was carried out through in-depth interviews using semi-structured interview guidelines. The interview technique was chosen because it allowed researchers to comprehensively explore the perceptions and experiences of informants regarding the quality of public services and the level of perceived satisfaction. Interview questions were prepared by referring to the dimensions of public service quality which include reliability, responsiveness, assurance, empathy, and physical evidence of services, as well as general questions about public satisfaction with the services received. The interview process was carried out directly and all information obtained was recorded systematically to maintain the accuracy of the data (Kvale & Brinkmann, 2009).

Data analysis is carried out using thematic analysis, which is identifying and interpreting patterns of meaning that emerge from interview data. The analysis stage includes transcription of interview data, reading of data thoroughly, initial coding of statements relevant to service quality and community satisfaction, grouping codes into main themes, and interpretation of findings by relating them to the conceptual framework of public service quality. The analysis process is carried out in a repetitive and reflective manner to ensure that the resulting themes truly represent the experiences and views of informants (Braun & Clarke, 2006).

To ensure the validity of the data, this study applies source triangulation by comparing the information obtained from each informant, as well as conducting member checking by reconfirming the results of the interview to the informant. This step is taken to ensure that the researcher's interpretation is in accordance with the experience and intentions of the informant, thereby increasing the credibility of the research results. In addition, this study also pays attention to the principles of research ethics by providing explanations to informants about the purpose of the research, maintaining the confidentiality of the informant's identity, and using data solely for academic purposes (Lincoln & Guba, 1985).

RESULTS AND DISCUSSION

Speed and Reliability of Village Administration Services

The speed and reliability of administrative services are the main aspects that determine community satisfaction with public services at the village level. Based on the results of interviews with the people of Astanajapura Village, administrative services provided by village officials are perceived to run quickly and without convolution. The community considers that when they need administrative services, such as the management of letters or population documents, the service process can be handled immediately by the village without having to wait for a long time.

One of the informants stated that administrative services at the village office had been running quickly since the beginning of the arrival of the residents. The informant said that the village apparatus directly served the needs of the community without significant delay. This is reflected in the following statement:

"Yes, quickly. If you go to the village immediately, you won't have to wait long."

A similar perception was also conveyed when the informant was asked to explain his experience in the management of population documents, such as Family Cards and Identity Cards. The informant said that the process of processing the documents was relatively fast and did not make it difficult for the community. Village officials are considered to understand the administrative flow and are able to assist the community in completing the required requirements. This is expressed through a statement:

"Yes, it's also fast. If you make a KK or ID card, it will be helped, so it's not complicated."

In addition to the speed of the process, the reliability of the service is also reflected in the consistency of the operational hours of the village service. The informant mentioned that the village service hours are clear and relatively stable, so that the community knows when the right time is to access the service. The service hours start in the morning and continue to provide services in the afternoon if there are still community needs. The informant explained:

"At eight o'clock we enter, at two o'clock we go home, and then we leave again until four o'clock for the service."

The clarity of service hours provides certainty for the community and reduces the potential for uncertainty in accessing administrative services. With the certainty of service time and speed, people feel more helped and do not need to come repeatedly to the village office for the same type of service.

In general, the results of the interviews show that the community views the village apparatus as quite reliable in carrying out administrative service tasks. The speed of service is not only felt in certain types of services, but also becomes a general experience of the community when interacting with the village government. This condition forms a positive perception that administrative services in Astanajapura Village have been running in accordance with the expectations of the community and support the creation of satisfaction with village public services.

The findings of this study show that the speed and reliability of administrative services are the dominant factors in shaping community satisfaction with public services in Astanajapura Village. The speed of service felt by the community reflects the ability of village officials to respond effectively to the needs of residents. In the context of public services, speed is one of the main indicators of service performance because it is directly related to time efficiency and ease of access to services for the community (Rhee & Rha, 2009).

The reliability of administrative services is also reflected in the ability of village officials to provide consistent and reliable services. Reliability is not only related to the final results of services, but also to the service process that is clear, orderly, and with minimal errors. Research conducted by Kim and Lee (2012) shows that the reliability of public services has a significant influence on public satisfaction and trust in government institutions. When the community feels that services are reliable and carried out according to procedures, the level of satisfaction tends to increase.

The clarity of service hours found in this study also strengthens the perception of service reliability. Certainty of service hours provides a sense of security and reduces uncertainty for the community. According to Walker, Brewer, Boyne, and Avellaneda (2011), the certainty of procedures and service times is an important element in improving the perception of the performance of public sector organizations. In the context of villages, clarity of service hours is very important because some communities have limited time and access, so they need certainty in taking care of administrative needs.

In addition, the speed of administrative services is also related to the capacity of village officials in understanding the needs of the community. Responsive and agile apparatus shows that there is a service orientation that focuses on the community as service users. This is in line with the view of Bovaird and Löffler (2009) who emphasize that modern public services must place the community as partners, not just service objects. When village officials are able to respond quickly to the needs of residents, the relationship between the village government and the community becomes more harmonious.

The findings of this study also indicate that the reliability of administrative services is inseparable from the experience and work habits of village officials. Apparatus who are used to handling the administrative needs of the community tend to have a better understanding of service procedures and flows, so that they can speed up the service process. This is in line with the results of Nielsen research (2014) which states that work experience and organizational routines affect the efficiency of public services.

In the context of community satisfaction, the speed and reliability of administrative services play a role as a basic service factor. If this factor is not met, dissatisfaction will easily arise, even though other aspects of services are considered quite good. On the other hand, when administrative services run quickly and reliably, the public tends to give a positive assessment of the overall quality of public services. These findings support the research of Choi and Kim (2013) who show that the efficiency of administrative services is the main determinant of citizen satisfaction in local government services.

Thus, the speed and reliability of administrative services in Astanajapura Village can be understood as a form of implementation of public services that are oriented to the needs of the community. Although this study is qualitative and does not aim to generalize, these findings provide an idea that improving the quality of administrative services at the village level has direct implications for community satisfaction. Therefore, efforts to maintain and improve the speed and reliability of services need to be the main concern of the village government as part of the strategy to improve the quality of public services in a sustainable manner.

Attitude and Friendliness of Village Apparatus in Public Service

The attitude and friendliness of village officials is an important aspect in shaping the experience of public service felt by the community. The results of the interviews show that the people of Astanajapura Village view the village officials as friendly, polite, and open in providing services. The interaction between village officials and the community not only takes place formally, but also shows a humanistic interpersonal approach.

The community considers that village officials do not differentiate the treatment between residents and tend to greet the community with a friendly attitude. This attitude creates

a sense of comfort when the community comes to the village office to take care of administrative needs. One of the community statements that reflects this is as follows:

"Yes, friendly, greetings. If you go to the village, it's delicious, it's not true."

The friendliness of village officials is also reflected in their concern for the social conditions of the community. In certain situations, village officials are considered to be alert and show empathy, especially when the community is in a condition of needing help. The informant said that when there are residents who are sick or experiencing difficulties, the village officials respond quickly and are not indifferent. This is expressed through the following statement:

"If there are sick people who are also fast, from the village side it is fast."

These findings show that the attitude of village officials is not limited to administrative services alone, but also includes social and humanitarian dimensions. The community feels that village officials are present as part of the community, not just as bureaucratic task implementers. This empathetic attitude strengthens the emotional relationship between the community and the village government.

In addition, the community also feels that the village apparatus is patient in dealing with various characteristics of the residents. When the community does not understand the service procedures, the village apparatus is considered not to show a hasty or blame-off attitude, but to provide explanations gradually until the community understands. This condition makes the community feel appreciated and treated fairly as service recipients.

Overall, the results of the interviews showed that the friendly, polite, and empathetic attitude of the village officials was one of the main factors that shaped the positive perception of the community towards the quality of public services in Astanajapura Village. The pleasant interaction experience directly contributed to community satisfaction and strengthened trust in the village government.

The findings of this study confirm that the attitude and friendliness of village officials are important dimensions in the quality of public services, especially in the context of village government that has social closeness to the community. In the public service literature, the attitude of the apparatus is often associated with the dimensions of empathy and assurance, which emphasizes the attention, concern, and ability of the apparatus to create a sense of security and comfort for service users (Johnston, 1995).

The friendliness of the village apparatus felt by the people of Astanajapura Village shows the orientation of human-centered service. According to research conducted by Van der Voet, Kuipers, and Groeneveld (2016), friendly and empathetic behavior of officials plays an important role in improving the perception of the quality of public services, especially at the local government level. Positive direct interaction can strengthen the legitimacy of public institutions in the eyes of the community.

The empathetic attitude of village officials towards community conditions, such as the quick response to sick residents, reflects the existence of social sensitivity in public services. This is in line with the findings of research by Andersen and Hjortskov (2016) which show that the empathy of public officials has a significant effect on citizen satisfaction, even in conditions of limited resources. Empathy allows the apparatus to understand the needs of the community in a more contextual way and not solely adhere to formal procedures.

In addition, the friendliness of village officials also contributes to reducing the psychological distance between the government and the community. In the context of villages, close social relationships are important capital in the implementation of public services. Research conducted by Riccucci, Van Ryzin, and Lavena (2014) shows that the quality of interpersonal interaction between officials and residents has a stronger influence on satisfaction than the structural factors of services. In other words, how services are provided are often as important as what is provided.

The findings of this study also show that the patient and non-discriminatory attitude of village officials in dealing with people who do not understand service procedures contributes to the sense of respect and justice of services. According to the theory of procedural justice, the community's perception of fair and respectful treatment has a significant impact on satisfaction and trust in public institutions (Lind & Tyler, 1988). In this context, the attitude of village officials who do not blame and are willing to explain service procedures reflects the practice of procedural justice in public services.

The friendliness of village officials can also be understood as a crucial form of non-technical competence (soft skills) in public services. Although administrative and technical competence is important, the ability to communicate, be polite, and show empathy is often the main determinant of community service experience. Research by Hsieh and Hsieh (2014) confirms that friendly and supportive behavior of officials increases the satisfaction of service users, even when the quality of service results is standard.

From the perspective of community satisfaction, the attitude and friendliness of village officials function as a satisfaction enhancer. When administrative services run quickly and reliably, a friendly attitude of the apparatus will strengthen the overall satisfaction of the community. On the other hand, technically good services can be considered negative if accompanied by an unfriendly attitude of the apparatus. Therefore, these findings confirm that improving the quality of village public services cannot be separated from the development of attitude and behavior of the apparatus.

Thus, the attitude and friendliness of village officials in Astanajapura Village can be understood as an important social and institutional capital in building quality public services. Efforts to improve the quality of village services need to be directed not only at improving procedures and service speed, but also at strengthening the values of empathy, politeness, and social concern in village officials.

Clarity of Information and Ease of Access to Village Public Services

Clarity of information and ease of access to services are important aspects in determining the quality of public services, especially at the village level which is at the forefront of interaction between the government and the community. The results of the interviews show that the people of Astanajapura Village generally view the information on services provided by the village government as relatively easy to understand and can be accessed well. The community feels that the village apparatus is willing to provide explanations related to service procedures so that residents really understand the stages that must be passed.

Information about administrative services, such as the requirements for handling letters or population documents, is considered quite clear by the community. If there are things that are not understood, the community does not hesitate to ask questions because the village

apparatus is considered open and responsive in providing explanations. This is reflected in the following community statements:

"Yes, I understand, if you don't understand, ask until you understand."

The statement shows that the clarity of information does not only depend on the media or written announcements, but also on direct communication between village officials and the community. Village officials are considered not to complicate residents with complicated administrative terms, but to explain in easy-to-understand language according to the conditions of the village community.

In addition to the clarity of information, the ease of access to services is also an aspect that is felt positively by the community. The location of the village office is considered easy to reach by residents, both in terms of distance and environmental conditions. This ease of access allows people to come directly to the village office when they need services without facing significant obstacles. The informant expressed his views as follows:

"Reachable."

The ease of access to services is also related to the village's operating hours which are considered clear and quite flexible. The community knows the village service time and can adjust their arrival according to those hours. This provides certainty for the community to access services directly.

In terms of communication channels, the community said that some village officials have used communication media such as WhatsApp. Some residents have a contact number of village officials, including the village head, who can be contacted if there is a specific need. However, the community considers that direct service at the village office is still the main choice. This is not solely due to technological limitations, but also due to cultural factors and respect for village officials. The following statement describes this condition:

"Some have their WA numbers, they have their Kades numbers. But most of them still go to the village manually out of respect."

These findings show that even though digital access is becoming available, face-to-face interaction remains the dominant form of service and is accepted by the community. The ease of access to services in Astanajapura Village is thus not only understood physically and technically, but also socially and culturally.

Overall, the results of the interviews showed that the community views village service information as quite clear and relatively easy access to services. The clarity of information accompanied by the ease of access contributes to the community's sense of comfort in interacting with the village government and strengthens satisfaction with the public services received.

The findings of this study confirm that clarity of information and ease of access to services are important elements in the quality of public services at the village level. Clarity of information serves as a basis for the community to understand their rights and obligations as service users. According to Meijer (2013) research, transparency of clear information and communication from public institutions plays a significant role in increasing the perception of service quality and public trust in the government.

The clarity of service information felt by the people of Astanajapura Village shows that the village apparatus is able to carry out communicative functions effectively. Direct communication that allows the community to ask questions and understand service procedures

reflects inclusive public service practices. This is in line with the findings of Welch, Hinnant, and Moon (2005) who stated that the quality of government communication with residents has a positive influence on community satisfaction and participation.

Ease of access to physical services, such as the location of the village office that is easily accessible and clear service hours, is also an important factor in shaping the experience of community service. In the context of public services, accessibility is a key indicator of service fairness, as it determines the extent to which all levels of society can take advantage of the services available. Research by Andrews and Shah (2003) shows that easy access to services contributes to the equitable distribution of public services and reduces the gap between the government and the community.

The findings of this study also show that there is a combination of access to conventional and digital services. Although some village officials have used digital communication media such as WhatsApp, people still prefer face-to-face services. This phenomenon can be understood through the perspective of the social and cultural context of the village community. According to Bertot, Jaeger, and Grimes (2010), the use of information technology in public services must be adjusted to the characteristics of service users so as not to create new obstacles.

The community's choice to come directly to the village office despite the availability of digital communication access shows that public services in the village are not only technical, but also relational. Direct interaction provides space for more personalized two-way communication and builds trust. This is in line with Linders' (2012) research which emphasizes that physical presence and direct interaction still have an important role in public services, especially in local communities with strong social ties.

From the perspective of community satisfaction, clarity of information and ease of access to services function as supporting factors that strengthen the perception of overall service quality. When people understand service procedures and feel easy to access services, the potential for misunderstanding and dissatisfaction can be minimized. Research by Van Ryzin and Immerwahr (2007) shows that clarity of information and accessibility of services are important determinants of citizens' satisfaction with local government services.

Thus, the findings of this study show that the clarity of information and ease of access to services in Astanajapura Village have contributed positively to community satisfaction. Although there are still opportunities for the development of digital-based services, a service approach that is communicative, accessible, and in accordance with the social context of the village community needs to be maintained and improved. This effort is important so that village public services remain responsive to the needs of the community and are able to adapt to technological developments without ignoring local values.

Transparency and Justice in the Distribution of Village Social Assistance

Transparency and fairness in the distribution of social assistance are crucial aspects in village public services, because they are directly related to the fulfillment of basic needs of the community and the potential for social conflicts. The results of the interviews show that the people of Astanajapura Village view the process of data collection and distribution of social assistance carried out by the village government to be open and relatively fair. Social assistance received by the community, such as Direct Cash Assistance (BLT) and the Family Hope

Program (PKH), is considered to have been distributed in accordance with applicable regulations.

The community said that they had received social assistance from the government and did not experience any difficulties in the process. Information about assistance was clearly conveyed by the village, so that the community understood the type of assistance received and the reason why they were recorded as recipients. This is reflected in the following statement:

"Yes, I have received assistance from the government."

Furthermore, the community considers that the data collection process of aid recipients is carried out transparently. There is no impression that the assistance is given secretly or only to certain groups. On the contrary, the public knows openly who receives assistance, thus minimizing suspicion and social jealousy. The informant conveyed his views as follows:

"Transparent, open. Anyone who can, yes can."

This openness is an important factor that shapes public trust in the village government. The community feels that the village government does not cover up information related to social assistance, both in terms of recipient criteria and distribution mechanisms. In addition, the community also considers that social assistance in Astanajapura Village is relatively evenly distributed and reaches residents in need. This is expressed through the following statement:

"Obviously. Almost everything can be evenly distributed here."

These findings show that the community views the principle of justice in the distribution of village social assistance. Justice is not only understood as the similarity of the amount of assistance, but also as the suitability of assistance to the conditions and needs of the community. With the transparency of information and equitable distribution, the community feels calmer and accepts the social assistance policies implemented by the village government.

Overall, the results of the interviews show that transparency and fairness in the distribution of social assistance in Astanajapura Village have contributed positively to community satisfaction. Information disclosure and clarity of assistance mechanisms reduce potential misunderstandings and strengthen the relationship of trust between the village government and the community.

The findings of this study confirm that transparency and justice are the main pillars in the quality of public services, especially in the context of social assistance distribution at the village level. Social assistance is a very sensitive form of government intervention, because it concerns the distribution of resources to certain community groups. Therefore, transparency is an important prerequisite for maintaining policy legitimacy and preventing social conflicts (Heald, 2012).

The perception of the people of Astanajapura Village that the distribution of social assistance is carried out openly shows the practice of transparency in village public services. According to Cucciniello, Porumbescu, and Grimmelikhuijsen (2017), information transparency in public policy plays a significant role in increasing public trust in the government. When the community knows who receives assistance and based on what criteria the assistance is given, the level of acceptance of public policies tends to increase.

Justice in the distribution of social assistance felt by the community is also an important factor in shaping satisfaction with public services. In the theory of distributive justice, the perception of justice arises when the community considers that the distribution of resources is carried out proportionally and in accordance with needs (Colquitt et al., 2001). The findings of

this study show that the people of Astanajapura Village view that social assistance has been distributed relatively evenly and in accordance with the conditions of the residents, thus giving rise to the perception of justice.

Transparency and fairness in the distribution of social assistance also contribute to minimizing social jealousy. The disclosure of information about aid recipients allows the community to understand the reasons behind the village government's decisions. This is in line with the findings of Porumbescu's (2015) research which states that transparency in public policy can reduce negative perceptions and increase citizen satisfaction, even when not all citizens receive direct benefits.

In addition, the clarity of social assistance information felt by the people of Astanajapura Village indicates that there is effective public communication between the village government and the community. Clear communication about the type of assistance, recipient criteria, and distribution mechanism helps the community understand the role and responsibilities of the village government. According to research by Fledderus, Brandsen, and Honingh (2014), good communication in public services strengthens collaborative relationships between the government and the community and increases public trust.

In the context of community satisfaction, transparency and fairness in the distribution of social assistance function as strategic determinants. When social assistance is managed in a transparent and fair manner, the community tends to value the village government as a responsible and trustworthy institution. Conversely, secrecy and injustice in the distribution of aid have the potential to reduce trust and trigger social conflicts. Therefore, the findings of this study confirm the importance of the principles of transparency and fairness as an integral part of the quality of village public services.

More broadly, the practice of transparency and fairness in the distribution of social assistance also reflects the application of the principle of good governance at the village level. This principle emphasizes the importance of accountability, openness, and fairness in the administration of government. Research by Grimmelikhuijsen and Meijer (2014) shows that the application of good governance principles in public services contributes positively to the perception of government legitimacy and performance in the eyes of the public.

Thus, the findings of this study show that transparency and fairness in the distribution of social assistance in Astanajapura Village have had a positive impact on community satisfaction. Although this study is qualitative and contextual, the results provide an idea that the practice of openness and equitable distribution of social assistance needs to be maintained and improved as part of efforts to strengthen the quality of village public services in a sustainable manner.

Community Perception of Village Development and Future Expectations

Public perception of village development is an important aspect in assessing the success of public services as a whole. Village development is not only understood as physical development, but also as an effort to improve community welfare through strengthening the local economy, social empowerment, and inclusive development planning. The results of the interviews show that the people of Astanajapura Village have a fairly realistic view of the current condition of village development, while at the same time holding hope for the direction of future development.

In the context of local economic development, the community considers that micro, small, and medium enterprises (MSMEs) in Astanajapura Village have not developed optimally. The community's economic activities are still dominated by small-scale independent businesses managed individually or by families. There has not been a village business unit that is collectively able to become the economic driver of the community. This was expressed by the informant as follows:

"There is no one yet, still my own business."

The statement shows that the community is aware of the limitations of the village's economic capacity, especially in terms of organized MSME management. However, the community is not entirely pessimistic. They understand that village economic development is a gradual process that requires planning and support from the village government.

In addition to the MSME sector, the community also highlighted the agricultural sector as an important part of village development. The informant said that the agricultural sector in Astanajapura Village is still in the development stage and has not shown significant results. However, there are plans and initiatives from the village government through Village-Owned Enterprises (BUMDes) to encourage household farming activities, especially through the chili and tomato planting program in each house. The informant explained:

"Yes, it has not developed too much, I just want to plant chili. He said that later every house will be planted with chili peppers and tomatoes."

The plan is perceived positively by the community because it is considered to provide direct benefits to household needs. The household-based agriculture program is considered to be able to help the community meet their daily needs without having to rely entirely on the market. The informant conveyed his response to the program as follows:

"Yes, it's delicious, I like chili and tomatoes. He said that later the seeds will be distributed to each house."

In addition to assessing the existing development conditions, the community also expressed their hopes for the future of the village. These expectations are not conveyed excessively, but rather emphasize the sustainability of services and increasing social awareness. The community hopes that the village will be more advanced, services will be faster, and the community will be more concerned about the environment and village development. This hope is reflected in the following statement:

"Yes, it's normal, hopefully it will be more advanced. The handling is fast and the community cares."

Overall, the results of the interviews show that the people of Astanajapura Village have a fairly balanced perception of village development. On the one hand, the community is aware of the limitations that still exist, especially in the development of MSMEs and the agricultural sector. On the other hand, the community shows an open and optimistic attitude towards village development plans that are concrete and directly touch the needs of residents.

The findings of this study show that people's perceptions of village development are influenced by their direct experience of perceived development benefits. In the village development literature, community perception is an important indicator of development success because it reflects the level of acceptance and legitimacy of development policies at the local level (Mansuri & Rao, 2013). When communities understand development conditions

and have realistic expectations, the chances of sustainability of village development become greater.

The perception of the people of Astanajapura Village regarding the lack of MSMEs reflects the common challenges faced by many villages in developing countries. Research conducted by Rodríguez-Pose and Wilkie (2017) shows that limited institutional capacity and resources are often the main obstacles in the development of MSME-based local economies. In this context, the perception of the community that is aware of these limitations can be the initial capital to encourage more participatory and realistic development planning.

Findings related to the agricultural sector show that people tend to respond positively to development programs that are concrete and immediately feel the benefits. The chili and tomato planting program in every home can be understood as a form of empowerment-based development. According to Pretty (2003) research, development programs that involve the community directly and provide real benefits at the household level tend to increase the sense of belonging and community participation in development.

In addition, the household farming program is also relevant to the concept of local food security. Research by Altieri and Nicholls (2017) shows that household-based small-scale agriculture contributes significantly to the food security and economic sustainability of rural communities. The positive public perception of the program shows that there is an alignment between community needs and the direction of village development policies.

The community's expectations for villages to be more advanced and services to be faster also reflect the relationship between village development and the quality of public services. From the perspective of public services, development cannot be separated from the quality of administrative and social services provided by the village government. Research by Andrews and Entwistle (2010) shows that the quality of governance and public services at the local level has a significant influence on the success of regional development.

The perception of the community that is not excessively demanding, but emphasizes sustainability and social concern, shows the existence of social maturity in looking at village development. This is in line with the findings of Bevir's (2011) research which emphasizes the importance of local values and community participation in building responsive governance. In this context, successful village development is not only measured by physical output, but also by social processes that actively involve the community.

Thus, the findings of this study show that the community's perception of village development in Astanajapura Village is contextual and oriented towards real needs. This perception provides an idea that village development needs to be directed towards programs that are realistic, based on local potential, and directly involve the community. Although this research is qualitative and limited to a specific context, the results imply that understanding community perception is an important prerequisite for designing sustainable village development policies that are oriented towards community welfare.

CONCLUSION

This study aims to analyze the quality of public services in Astanajapura Village from the perspective of community satisfaction using a qualitative approach. Based on the results of interviews and discussions that have been conducted, it can be concluded that the quality of public services in Astanajapura Village is generally perceived positively by the community, although there are still several aspects that need to be improved.

From the aspect of speed and reliability of administrative services, the community considers that the village apparatus has been able to provide fast, uncomplicated, and supported by the clarity of service hours. This condition provides certainty and convenience for the community in accessing village administrative services. Furthermore, from the aspect of the attitude and friendliness of the village apparatus, the community feels that there is friendly, polite, and empathetic treatment. The attitude of the apparatus who is responsive and concerned about the social conditions of the community strengthens the community's sense of comfort and trust in the village government.

The aspect of clarity of information and ease of access to services is also considered good by the community. Service information is relatively easy to understand and village officials are willing to provide explanations until the community understands service procedures. Access to services is physically easy to reach, while the use of digital communication is still complementary and has not replaced face-to-face interaction which is considered more in accordance with the culture of the village community. In terms of transparency and fairness in the distribution of social assistance, the community views that the process of data collection and distribution of assistance is carried out openly, fairly, and relatively evenly, thus minimizing the potential for social jealousy.

In addition to public services, public perception of village development shows a realistic and constructive attitude. The community realizes that the development of MSMEs and the agricultural sector is still in its early stages, but it shows a positive response to development programs that are concrete and directly touch household needs, such as the plan to plant chili and tomatoes. Overall, community satisfaction with village public services is not only influenced by administrative aspects, but also by the quality of social interaction, policy transparency, and the direction of village development that is felt to be relevant to the needs of the community.

Thus, this study confirms that the quality of public services in Astanajapura Village has been running quite well and contributing to community satisfaction. However, improving the quality of services is still needed on a sustainable basis, especially in strengthening the capacity of the apparatus and developing a more structured village development program.

FUNDING

The author(s) declared that financial support was not received for this work and/or its publication.

ACKNOWLEDGEMENTS

If any, an acknowledgment may be made here. This section displays the author's appreciation to sponsors, fund donors, resource persons, or parties who have an important role in conducting research.

CONFLICT OF INTEREST

The author(s) declared that this work was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

AUTHOR CONTRIBUTIONS

If applicable, the Author's Contribution Statement.

GENERATIVE AI STATEMENT

The author(s) declared that generative AI was used in the creation of this manuscript. The author(s) wish to acknowledge the use of Generative AI for refining the language clarity and grammatical structure of this manuscript. This application was conducted in adherence to established ethical guidelines regarding the use and disclosure of generative AI in scholarly research. Each author has provided substantial intellectual contributions to the work, which has been rigorously vetted for accuracy, and the author(s) assume full responsibility for the integrity and final contentofthemanuscript.

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