

CUSTOMER SATISFACTION ANALYSIS : THE ROLE OF COMMUNICATION, SOCIAL BEHAVIOUR, AND CUSTOMER EXPERIENCE WITH TRUST AS A MEDIATING VARIABLE AT PEMATANG SIANTAR CLASS II CHECK POINT IMMIGRATION OFFICE

Septian Yubil Sumurung Sihombing¹, Elfitra Desy Surya², Husni Muharram
Ritonga³

Universitas Pembangunan Pancabudi, Medan, North Sumatra ^{1,2,3}

Corresponding email: yubil26tian@gmail.com,

Author email: elfitradesy@dosen.pancabudi.ac.id, husnimuharram@dosen.pancabudi.ac.id

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ABSTRACT

This research aims to analyze the effects of communication, social behaviour, and customer experience on customer satisfaction with trust as a mediating variable at Pematang Siantar Class II Check Point Immigration Office. The research employs a quantitative explanatory approach using primary data collect from 372 passport applicants. Data were analyzed using the Partial Least Squares-Structural Equation Modelling (PLS-SEM) technique with SmartPLS. The results indicate that customer experience has a positive and significant effect on customer satisfaction both directly and indirectly through trust. Trust is proven to have a positive and significant effect on customer satisfaction and plays a crucial mediating role in the relationship between communication, social behaviour, and satisfaction. Although communication and social behaviour do not have a significant direct effect on customer satisfaction, both variables significantly influence trust, which subsequently enhances satisfaction. The model demonstrates a moderate explanatory power, indicating that service related variables and trust substantially contribute to public satisfaction in immigration services. These findings suggest that customer satisfaction in public service institution is more strongly influenced by experiential and relational factor than by procedural interactions alone. Therefore, improving customer experience and strengthening public trust should be strategic priorities in immigration service delivery. Therefore, improving customer experience and strengthening public trust should be strategic priorities in immigration service delivery. This research contributes to public service management literature by reinforcing trust as a key psychological mechanism linking service quality attributes to customer satisfaction.

Introduction

Public services are a fundamental pillar in the realization of good, accountable, and transparent governance. In the era of globalization and contemporary digital transformation, public services are no longer just administrative obligations, but have developed into strategic instruments that determine the legitimacy of government in the eyes of the public. Therefore, government agencies are required to provide fast, accurate, efficient, and citizen-centered public services, while ensuring customer satisfaction as the main indicator of service performance.

Global developments show that many developed countries have long adopted a public service transformation based on quality management and customer experience orientation. This shift reflects a broader movement toward customer-oriented governance, in which the effectiveness of communication, the social behavior of public officials, and the customer experience are positioned as the primary determinants of public satisfaction with government services. As a result, public service evaluations go beyond procedural compliance to include the quality of interactions between service providers and citizens, which play a critical role in fostering sustainable public trust.

At the national level, improving the quality of public services in Indonesia has become an urgent public demand, especially in the immigration service sector. Data from the Central Statistics Agency, 2023 shows that the national community satisfaction index will reach 79.5 percent in 2023, categorized as "good". However, this achievement is still inadequate given the scale and diversity of government agencies that provide public services. Immigration services, despite being positioned as role models for public service delivery at both the national and international levels, continue to receive public complaints regarding prolonged service durations, limited transparency, and inadequate communication by services: emphasizing bureaucratic reforms and digital transformation initiatives, including the implementation of Electronic Passports (E-Passports) and M-Passport applications.

The Pematang Siantar Class II Check Point Immigration Office is one of the technical implementation units of the Directorate General of Immigration that faces these challenges directly. Institutional data shows that between January and June 2025, the office received 1,756 public complaints, which includes both

Complaints and questions related to the service, especially regarding the issuance of passports. This condition indicates the continuation of service delivery problems that require systematic academic examinations.

As a public service provider, the Pematang Siantar Class II Check Point Immigration Office plays an important role in providing immigration services, including the issuance of passports, residence permits, and supervision of foreign nationals. Empirical observations show that service users continue to experience dissatisfaction stemming from a long service process, inadequate dissemination of information, and suboptimal interaction

between officers and applicants. This phenomenon suggests that communication, social behavior of officers, and customer experience are interrelated variables that significantly affect public satisfaction with immigration services.

Communication is a strategic variable in the provision of public services, functioning as a bridge between government agencies and citizens. Organizational communication theory in the public sector emphasizes that the flow of information directly affects institutional effectiveness, organizational culture, and performance. (Derelioğlu, 2022) identifies a direct relationship between rational communication practices and the performance of public sector organizations, which are mediated by motivational factors such as moral responsibility. In the context of immigration services, effective communication involves not only the transmission of procedural information but also the creation of transparency and two-way engagement with service users. (Valentini, 2018) further affirms that strategic communication is a prerequisite for transparency and effectiveness in public administration, while (Fairbanks et al., 2007) highlight that information disclosure is essential to build public trust and ensure accurate public understanding.

The social behavior of public officials is another important determinant of service quality and public satisfaction. Planned Behavior Theory posits that individual behavior is influenced by intentions, attitudes, subjective norms, and perceived behavioral control (Yastica et al., 2020); (Heath & Gifford, 2002). In the provision of public services, social behavior manifested through friendliness, empathy, politeness, integrity, and responsiveness forms the public perception of the quality of services. In immigration services, officers who exhibit positive social behavior tend to create a favorable customer experience, while bureaucratic, unresponsive, or discriminatory behavior undermines public satisfaction and trust. Therefore, the social behavior of immigration officers in Pematang Siantar is an important variable in improving service results.

Customer experience is increasingly prominent as a central construct in evaluating the quality of public services. In the context of the public sector, citizens are no longer passive recipients of services but active participants in the co-creation of service experiences. (Alford, 2015) emphasizes that citizen involvement in service improvement initiatives contributes significantly to higher levels of satisfaction. (Santosa, 2023) shows that public service innovation improves customer satisfaction and organizational efficiency, while (Roy et al., 2022) underscores the role of smart technology in shaping service environments that drive customer engagement. In immigration services, the customer experience is influenced by the speed of service, physical facilities, staff attitudes, and clarity of information. (Govender & David, 2023) further asserts that a positive attitude of service providers is strongly related to improved customer experience.

Beyond communication, social behavior, and customer experience, trust emerged as an important mediating variable in explaining public satisfaction. Trust is formed through consistent, transparent, and accountable interactions between public institutions and

citizens. (Yusuf & Roslan, 2024) showed that improved service quality was directly related to higher levels of customer trust, while (Tindage et al., 2023) showed that trust strengthens the relationship between service quality and customer satisfaction. (Juhana, 2019) further affirms that positive service experiences foster trust, which in turn increases satisfaction. In the context of digital services, (Alnaim et al., 2022) and (Venkatakrisnan et al., 2023) reveal that the quality of electronic services affects e-trust, which in turn affects customer satisfaction. Thus, trust serves as a mediation mechanism that connects communication, social behavior, and customer experience with public satisfaction in immigration services.

The link between communication, social behavior, customer experience, trust, and customer satisfaction has been extensively examined in previous research, although empirical findings remain inconsistent. Some studies emphasize communication as a key determinant of public organizational performance, while others position trust as a key mediating variable between quality and service satisfaction. Similarly, certain scholars focus on the service experience as a direct antecedent of trust, while others highlight customer journey mapping and service innovation as the dominant explanatory factors. This variation suggests a research gap, particularly in the context of immigration services, that requires an integrative analytical framework that simultaneously examines communication, social behavior, customer experience, and trust as determinants of public satisfaction.

Literature Review

Theoretical Framework

Communication

Communication is a fundamental process in organizations, especially in the context of public service delivery. According to Willard V as quoted in (Nurdin, 2019), communication is defined as the activity of conveying the intended meaning from the sender to the recipient in order to cause the desired behavior. This definition is in line with Davis as quoted in (Nurdin, 2019), who describes communication as the process of transmitting information and understanding from one individual to another.

In public organizations, communication can be understood as the process of exchanging information, ideas, and meanings between individuals or groups to achieve a common goal. (Derelioğlu, 2022) emphasizes that communication is not only an exchange of information but also a strategic instrument to encourage coordination, synergy, and comprehensive understanding within organizations. In the context of public service, communication plays an important role, as the quality of interaction between public officials and citizens significantly affects public trust and satisfaction.

Effective communication in the provision of public services can be measured through several indicators, including the quality of communication, the clarity of information

delivery, the use of communication media, and the communication climate which is characterized by openness, honesty, friendliness, and mutual respect (Nurdin, 2019).

Social Behavior

Social behavior refers to actions and interactions between individuals that are influenced by the presence of others. (Baron R. A., 2005) defines social behavior as any form of interaction or action between individuals that is influenced by the actual or imagined presence of others. Similarly, (Myers, 2014) describes social behavior as actions directed at others, including helping, cooperating, and conforming to social norms.

In the context of public service, (Perry J. L., 2008) emphasizes that the social behavior of public officials reflects the values of public service which are manifested through friendliness, empathy, honesty, and respect for citizens. Furthermore, the Theory of Planned Behavior proposed by Fishbein and Ajzen as cited in (Maslim & Andayani, 2023) explains that social behavior is influenced by subjective norms, which are defined as an individual's perception of social pressures and expectations from significant others, which then shapes behavioral intentions.

Based on this perspective, social behavior in public service can be interpreted as attitudes, actions, and interactions that are influenced by norms, values, mutual expectations, and social identity, which are reflected in friendliness, empathy, honesty, cooperation, and respect for the community.

Indicators of social behavior include attitudes towards behavior, subjective norms, and perceived behavioral control (Maslim & Andayani, 2023).

Customer Experience

Customer experience refers to an individual's subjective response to stimuli provided by an organization or service provider, either directly or indirectly. Schmitt as quoted in (Yulianto, 2023) defines the customer experience as a personal event that includes emotional, cognitive, sensory, and social responses experienced during interactions with products or services.

In the context of public services, customer experience can be interpreted as citizens' subjective responses to direct or indirect interactions with public service institutions, forming personal impressions, satisfaction, and trust in service quality (Yulianto, 2023). (Surya et al., 2020) further emphasizes that satisfaction is not only determined by the functionality of the service but also by the emotional experience during the service meeting.

The dimensions of customer experience include senses (sensory experience), feeling (emotional response), thinking (cognitive experience), acting (behavioral influence), and connecting (social connections) (Yulianto, 2023).

Trust

Trust is defined as an individual's belief to act in a certain way based on the expectation that an organization will fulfill its promises and obligations. Barnes as quoted in (Nasution et al., 2023) explains that trust arises when consumers believe that an organization will meet their expectations.

In the context of public services, especially immigration services, trust refers to citizens' trust that public officials provide services professionally, transparently, fairly, consistently, and with a strong orientation to public satisfaction.

Indicators of trust include integrity, competence, consistency, openness, and loyalty (Robbins & Coulter, as cited in (Nasution et al., 2023)).

Public Satisfaction

Public satisfaction refers to the emotional state that arises after an individual compares their expectations with the actual performance of the services received. Kotler as quoted in (Pasolong Harbani, 2019) defines customer satisfaction as the level of feeling that results from the comparison between perceived performance and expectations.

In public service, satisfaction can be understood as the feeling of citizens that arise after evaluating whether the performance of public services meets or exceeds their expectations. According to Zeithaml, Parasuraman, and Berry as quoted in (Pasolong Harbani, 2019), satisfaction can be measured through five dimensions of service quality: real, reliability, responsiveness, certainty, and empathy.

Conceptual Framework

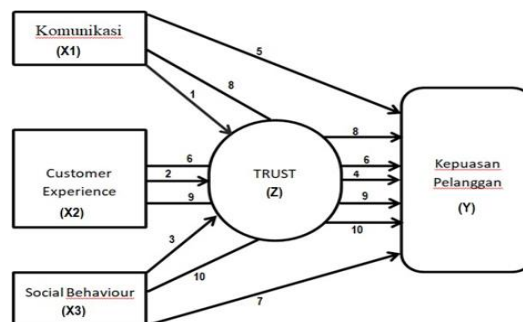


Figure 1. Conceptual Framework

Research Hypothesis

- H1 : Communication has a positive and significant effect on the trust of passport applicants at the Immigration Office Check Point Class II Pematang Siantar
- H2 : Customer experience has a positive and significant effect on the trust of passport applicants at the Pematang Siantar Class II Check Point Immigration Office
- H3 : Social behavior has a positive and significant effect on the trust of passport applicants at the Immigration Office Check Point Class II Pematang Siantar

- H4 : Trust has a positive and significant effect on the satisfaction of passport applicants at the Immigration Office Check Point Class II Pematang Siantar
- H5 : Communication has a positive and significant effect on the satisfaction of passport applicants at the Immigration Office Check Point Class II Pematang Siantar
- H6 : Customer experience has a positive and significant effect on passport applicant satisfaction at the Pematang Sunut Class II Check Point Immigration Office.
- H7 : Social behavior has a positive and significant effect on the satisfaction of passport applicants at the Pematang Saunt Class II Check Point Immigration Office.
- H8 : Communication has a positive and significant effect on the satisfaction of passport applicants at the Pematang Siantar Class II Check Point Immigration Office mediated by the Trust.
- H9 : Customer Experience has a positive and significant effect on the satisfaction of passport applicants at the Pematang Siantar Class II Check Point Immigration Office mediated by the Trust.
- H10 : Social Behavior has a positive and significant influence on the satisfaction of passport applicants at the Pematang Siantar Class II Check Point Immigration Office mediated by the Trust.

RESEARCH METHODS

Types of Research

The type of research used by the researcher is explanatory research with quantitative methods. According to (Sugiyono, 2017), explanatory research is research that explains the relationship between variables through hypothesis testing, as well as to determine the position and influence of each variable being studied.

Research Location and Research Time

This research was conducted at the Pematang Siantar Class II Check Point Immigration Office, which is located on Jalan Medan KM 11.5, Purbasari Sub-district, Tapian Dolok District, Simalungun Regency. This research was conducted for five months, from July to November 2025.

Population and Sample

The population of this study consists of applicants who have completed the passport application process at the Pematang Siantar Class II Check Point Immigration Office during the period of July to September 2025. Based on data obtained from the Pematang Siata Class II Check Point Immigration Office, the total number of passport applicants whose passports were successfully issued during the period was 5,180 individuals.

The Slovin formula is used for sampling:

$$n = \frac{N}{1 + N(e)^2}$$

$$\begin{aligned} n &= \frac{5180}{1 + N(0.05)^2} \\ &= 371.32 \\ &= 372 \end{aligned}$$

The sample in this study is 372 individuals who have completed the passport application process at the Pematang Siantar Class II Check Point Immigration Office.

Research Data Sources

The data source used in this study is primary data

Results and Discussion

External Model Analysis

External Model Analysis using *the PLS Algorithm*, producing:

Validity Test

Table 1. External Load Values

	Customer Experience	Customer Satisfaction	Communication	Social Behaviour	Trust
CE1	0.927				
CE2	0.946				
CE3	0.963				
CE4	0.954				
CE5	0.939				
K1			0.953		
K2			0.936		
K3			0.937		
K4			0.939		
KP1		0.926			
KP2		0.909			
KP3		0.913			
KP4		0.885			
FP5		0.898			
SB1				0.969	
SB2				0.977	
SB3				0.957	
T1					0.924
T2					0.941
T3					0.939
Q4					0.967
Q5					0.948

Source: Smart PLS Output, 2026

Based on the values in Table 1 above, show the results of the external model test via the load factor / External load value: All indicators for each variable have a loading value ≥ 0.70 . This indicates that each measured indicator is valid and robust. Therefore, it can be concluded that all items in the questionnaire meet the validity criteria, as shown in the following figure.

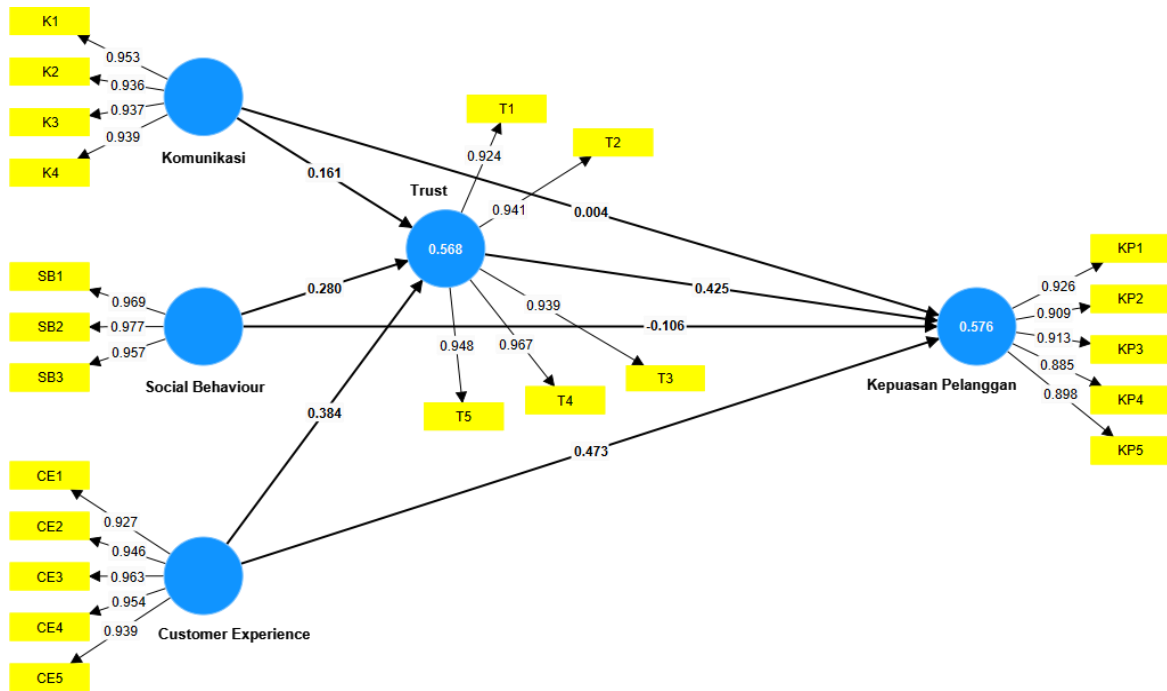


Figure 1. External Loading Graphics Output

In this study, there are equations and equations consisting of two substructures:
 substructure 1:

$$Z = \beta_1X_1 + \beta_1X_2 + \beta_1X_3 + e_1$$

$$Z = 0.161X_1 + 0.280X_2 + 0.384X_3 + e_1$$

Substructure 2:

$$Y = \beta_2X_1 + \beta_2X_2 + \beta_2X_3 + \beta_1Z + e_2$$

$$Y = 0.004X_1 + (-0.106)X_2 + 0.473X_3 + 0.425Z + e_2$$

Reliability Test

Table 2. Build Reliability and Validity Tests

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Customer Experience	0.971	0.972	0.977	0.895
Customer Satisfaction	0.946	0.946	0.958	0.821
Communication	0.957	0.961	0.969	0.886
Social Behaviour	0.966	0.969	0.978	0.936
Trust	0.969	0.970	0.976	0.891

Source: Smart PLS Output, 2026

Table 2 above shows that the Alpha and Cronbach Composite Reliability values for all constructions are above

0.70. This indicates that all indicators have a high internal consistency and are reliable for measuring their respective constructions. Therefore, the research instrument is considered reliable and suitable for use in testing structural models.

Coefficient of Determination (R²)

Evaluating a model with PLS starts by examining the R-square for each dependent latent variable. The table below shows the results of the R-square estimation using SmartPLS.

Table 3. R Square Results

	R-square	R-square adjusted
Customer Satisfaction	0.576	0.571
Trust	0.568	0.565

Source: Smart PLS Output, 2026

In table 3, there is a square value of R in both dependent variables for the Trust variable, there is a square value of R of 0.568 which means that the influence of Communication, Social Behavior, Customer Experience is 56.8% and the remaining 56.8% on other variables outside the model, so it can be concluded that this model is considered moderate. The squared value of Customer Satisfaction (passport applicant's satisfaction) is 0.576 which means that the influence of Communication, Social Behavior, Customer Experience and Trust is 57.6% of the remaining on other variables outside the model, so it can be concluded that this model is considered moderate.

Structural Model Testing (Inner Model) Hypothesis Testing

Direct Influence Between Variables

The direct influence between variables can be seen on the path coefficient. The results of data processing show the value of direct influence, as shown in the following table.

Table 4. Line Coefficient (Direct Effect)

	Original Sample/ Path Coefficient	T statistics	P values	Conclusion
Customer Experience -> Customer Satisfaction	0.473	5.389	0.000	Accepted
Customer Experience -> Trust	0.384	5.730	0.000	Accepted
Communication -> Customer Satisfaction	0.004	0.050	0.960	Rejected
Communication -> Trust	0.161	2.623	0.009	Accepted
Social Behaviour -> Customer Satisfaction	-0.106	1.840	0.066	Rejected
Social Behaviour -> Trust	0.280	5.247	0.000	Accepted
Trust -> Customer Satisfaction	0.425	6.932	0.000	Accepted

Source: Smart PLS Output, 2026

In the results of Table 4, there are the following direct influence values:

1. Customer experience has a positive and significant effect on customer satisfaction with a path coefficient value of 0.473 and a T-statistical value of 5.389. The findings of this study are in line with previous research conducted by (Afwan et al., 2024), which showed that customer experience has a simultaneous and significant effect in Photo House in Langsa City. The results of the study by (Fitria et al., 2021) also concluded that customer experience has a positive and significant influence on customer satisfaction among E-Commerce X users in DKI Jakarta.
2. The customer experience had a positive and significant effect on the Trust with a path coefficient value of 0.384 and a T-statistical value of 5.730. The results of this study are also in line with the results of the study (Rahmanda & Farida, 2021) which states that customer experience has a significant influence on trust in the J.CO DONUTS & COFFEE PARAGON MALL AND JAVA SUPERMALL SEMARANG.
3. Communication has a positive but insignificant effect on customer satisfaction (customer satisfaction) with a path coefficient value of 0.004 and a T-statistical value of 0.050. The results of this study contradict the results of research from (Sunardiyah et al., 2022) which stated that communication has a positive and significant influence on customer satisfaction at the Surakarta Customs Office.
4. Communication has a positive and significant effect on the Trust with a path coefficient value of 0.161 and a T-statistical value of 2.623. The results of this study are in line with the results of research conducted by (Z et al., 2016) which concluded that communication has a positive and significant influence on trust.
5. Social behavior has a negative and insignificant effect on customer satisfaction (customer satisfaction) with a path coefficient value of -0.106 and a T-statistical value of 1.840.
6. Social behavior had a positive and significant effect on the Trust with a path coefficient value of 0.280 and a T-statistical value of 5.247.
7. Trust has a positive and significant effect on customer satisfaction (customer satisfaction) with a path coefficient value of 0.425 and a statistical value of T 6.932. The findings of this study are in line with previous research conducted by (Gulö et al., 2025), which showed that trust has a positive and statistically significant influence on customer satisfaction at Bratagi Supermarket, Gatot Subroto, Medan. The results of the study by (Banurea et al., 2025) also concluded that Trust has a positive and significant effect on service satisfaction at the Population and Civil Registration Office of Medan City.

Indirect Influence Between Variables

The indirect influence between variables can be seen in the value of certain indirect effects. The data processing results show the value of the indirect effect, as shown in Table 5 below:

Table 5. Specific Indirect Effects

	Original Sample/ Path Coefficient	T Statistics	P Values	Conclusion
Customer Experience -> Trust -> Customer Satisfaction	0.163	4.195	0.000	Accepted
Communication -> Trust -> Customer Satisfaction	0.068	2.260	0.024	Accepted
Social Behaviour -> Trust -> Customer Satisfaction	0.119	4.582	0.000	Accepted

Source: Smart PLS Output, 2026

In table 5, there is an indirect influence between variables which will be explained as follows:

1. Customer experience has a positive and significant influence on customer satisfaction through Trust with a path coefficient value of 0.163 and a T-statistical value of 4.195.
2. Communication (communication) has a positive and significant influence on customer satisfaction (customer satisfaction) through Trust with a path coefficient value of 0.068 and a T-statistical value of 2.260.
3. Social Behavior has a positive and significant influence on customer satisfaction (customer satisfaction) through Trust with a path coefficient value of 0.119 and a T-statistical value of 4.582.

Conclusion

1. Customer experience has a positive and significant effect on customer satisfaction (customer satisfaction) at the Pematang Siantar Class II Check Point Immigration Office
2. Customer experience has a positive and significant effect on Trust at Check Point Class II Immigration Office Pematang Siantar
3. Communication has a positive but not significant effect on customer satisfaction (customer satisfaction) at the Pematang Santar Class II Check Point Immigration Office.
4. Communication (communication) has a positive and significant influence on Trust at the Immigration Office Check Point Class II Pematang Siantar
5. Social behavior has a negative and insignificant effect on customer satisfaction (customer satisfaction) at the Pematang Siantar Class II Check Point Immigration Office.
6. Social behavior has a positive and significant effect on Trust at the Pematang Siantar Class II Check Point Immigration Office
7. Trust has a positive and significant effect on customer satisfaction (customer satisfaction) at the Pematang Siantar Class II Check Point Immigration Office

8. Customer experience has a positive and significant influence on customer satisfaction through Trust at Pematang Siantar Class II Check Point Immigration Office.
9. Communication (communication) has a positive and significant influence on customer satisfaction (customer satisfaction) through Trust in the Immigration Office Check Point Class II Pematang Siantar
10. Social Behavior has a positive and significant influence on customer satisfaction (customer satisfaction) through Trust in the Pematang Siantar Class II Check Point Immigration Office

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