

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh (1) akuntabilitas terhadap kepuasan publik, (2) efektivitas kerja terhadap kepuasan publik, (3) kualitas pelayanan terhadap kepuasan publik, (4) akuntabilitas terhadap kepuasan publik dimoderasi transparansi, (5) efektivitas kerja terhadap kepuasan publik dimoderasi transparansi, dan (6) kualitas pelayanan terhadap kepuasan publik dimoderasi transparansi.

Metode penelitian yang digunakan adalah kuantitatif. Sampel dalam penelitian ini adalah masyarakat Desa Banjarenda sebanyak 110 orang dengan kriteria minimal usia 17 tahun dan pernah melakukan pengurusan administrasi di layanan administrasi Desa Banjarenda. Pengumpulan data dilakukan melalui kuisisioner yang dibagikan melalui *google form*, sedangkan teknik analisis data dilakukan dengan bantuan program SPSS.

Hasil penelitian ini menunjukkan bahwa (1) akuntabilitas berpengaruh positif terhadap kepuasan publik, (2) efektivitas kerja berpengaruh positif terhadap kepuasan publik, (3) kualitas pelayanan berpengaruh positif terhadap kepuasan publik, (4) transparansi tidak dapat memoderasi pengaruh antara akuntabilitas terhadap kepuasan publik, (5) transparansi tidak dapat memoderasi pengaruh antara efektivitas kerja terhadap kepuasan publik, dan (6) transparansi tidak dapat memoderasi pengaruh antara kualitas pelayanan terhadap kepuasan publik.

Kata Kunci: Akuntabilitas, Efektivitas Kerja, Kualitas Pelayanan, Kepuasan Publik, Transparansi

ABSTRACT

This research aimed to examine and analyze the effect of (1) accountability on public satisfaction, (2) work effectiveness on public satisfaction, (3) service quality on public satisfaction, (4) accountability on public satisfaction which was moderated by transparency, (5) work effectiveness on public satisfaction which was moderated by transparency, and (6) service quality on public satisfaction which was moderated by transparency.

The research was quantitative. Moreover, the samples were villagers of Banjarbedo village consisting of 110 respondents. The respondents were a minimum of 17 years old and had done administration service activities. Furthermore, the instrument in the data collection technique was a questionnaire. The questionnaires were distributed through Goggle-Form. The data analysis technique used SPSS.

The result showed that (1) accountability had a positive effect on public satisfaction, (2) work effectiveness had a positive effect on public satisfaction, (3) service quality had a positive effect on public satisfaction, (4) transparency could not moderate the effect of accountability on public satisfaction, (5) transparency could not moderate the effect of work effectiveness on public satisfaction, and (6) transparency could not moderate the effect of service quality on public satisfaction.

Keywords: *Accountability, Work Effectiveness, Service Quality, Public Satisfaction, Transparency*



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