
Enhancing Community Satisfaction at Bukittinggi Polresta: The Interplay of Service Quality, Trust, and Institutional Reputation

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ABSTRACT

The objective of this study was to examine the relationship between service quality and trust on community satisfaction. The study involved a total population of 1,600 individuals, with a sample size of 110 people. Data was collected through the distribution of questionnaires that utilized a Likert scale model. The validity and reliability of the questionnaire were assessed. The data analysis technique employed in this study was the Smart PLS method. The findings of the study are as follows: a) Service quality was found to have a positive and significant impact on community satisfaction at the Bukittinggi Police Station, b) Community trust was found to have a positive and significant influence on community satisfaction at the Bukittinggi Police Station, c) Institutional reputation was found to have a positive and significant influence on community satisfaction at the Bukittinggi Police Station, d) The quality of service was not found to be moderated by the institutional reputation variable in relation to community satisfaction at the Bukittinggi Police Station, e) Public trust was not found to be moderated by the institutional reputation variable in relation to community satisfaction at the Bukittinggi Police Station. In summary, the study identified significant positive relationships between service quality, community trust, and institutional reputation with community satisfaction at the Bukittinggi Police Station. However, the analysis did not find evidence to support the moderation effects of institutional reputation on the relationship between service quality and community satisfaction, or between public trust and community satisfaction at the police station.

Keywords:

Quality of Service, Public Trust, Institutional Reputation, Community Satisfaction

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1. Introduction

The Bukittinggi Police Station refers to a specific police station located in the city of Bukittinggi. Bukittinggi is a city situated in West Sumatra, Indonesia. The police station serves as a local law enforcement agency responsible for maintaining public order, ensuring safety, preventing crime, and providing various police services within its jurisdiction. As a police station, its primary role is to uphold the law and enforce regulations within the Bukittinggi area. This involves responding to emergencies, investigating reported crimes, conducting patrols, and apprehending individuals involved in criminal activities. The Bukittinggi Police Station may also collaborate with other law enforcement agencies, such as the Indonesian National Police, to tackle larger-scale criminal cases. In addition to law enforcement duties, the Bukittinggi Police Station likely engages in community-oriented policing efforts. This approach focuses on building positive relationships with the local community, fostering trust, and encouraging public participation in crime prevention. The station may organize community outreach programs, provide safety education, and work closely with community leaders and organizations to address concerns and improve overall security and well-being in the area. Furthermore, the Bukittinggi Police Station plays a vital role in maintaining public order during special events or gatherings, ensuring that public safety is upheld and any potential disruptions are managed effectively.

The data from the monthly report of the Human Resources Department (Bag SDM) of the Bukittinggi Police Station during the August 2022 period, before its upgrade to Polresta Bukittinggi, reveals a significant personnel shortage and its impact on the smooth functioning of personnel in the field and the quality of service provided to the community. According to the report, only 48.29% of the required personnel were fulfilled, resulting in a shortage of 51.71%. The ideal number of personnel should have been 994, but only 480 were available. This shortage creates challenges for the police officers in carrying out their duties effectively. It leads to duplication of tasks among personnel and hampers their ability to provide optimal services to the community. Moving forward to the monthly report from the Human Resources Department of Polresta Bukittinggi in May 2023, it indicates that the actual number of fulfilled personnel is 39.00%, while the personnel shortage is at 61.00%. This means that there are currently 477 personnel in the station, whereas the structural requirement after the upgrade is 1,223 personnel. This implies that there is a need to fill a gap of 746 personnel in order to address the existing shortage at Polresta Bukittinggi. This situation poses a significant challenge for the central leadership of the Indonesian National Police as the recruitment and selection process to add personnel requires substantial financial resources. The leadership of Polresta Bukittinggi is currently working on finding ways to ensure that the tasks can be executed effectively given the current circumstances. However, it is evident that the impact of the personnel shortage has affected the station's ability to enhance service delivery to the community. Overall, the phenomenon described in the data highlights the critical personnel shortage at Polresta Bukittinggi, which adversely affects the efficiency and effectiveness of police officers in performing their duties, resulting in challenges in providing optimal services to the community.

Public satisfaction in Bukittinggi Polresta refers to the level of contentment and approval that the general public in Bukittinggi, Indonesia, has towards the services and overall performance of the Police Resort. It reflects the extent to which the community perceives the Polresta as effective in maintaining public safety, preventing and addressing crime, and providing quality services to the community. Several factors influence public satisfaction in Bukittinggi Polresta. Firstly, the Polresta's ability to prevent and control crime plays a significant role. When residents feel safe and witness a proactive approach in crime prevention, their satisfaction levels tend to be higher (Johanson et al., 2023). Additionally, the responsiveness and accessibility of the Polresta to the needs and concerns of the community

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are crucial. Prompt response to emergency situations, efficient service delivery, and open communication channels contribute to public satisfaction. Furthermore, the professionalism and conduct displayed by the police officers influence public satisfaction. Respectful treatment, ethical behavior, and adherence to the law enhance the Polresta's image and contribute to public satisfaction. The level of community engagement and partnership is another important factor. Active involvement in community policing initiatives, outreach programs, and fostering positive relationships with the community build trust and enhance public satisfaction. Transparency and accountability also play a role in public satisfaction. When the Polresta operates with transparency, handles complaints effectively, and demonstrates accountability for their actions, it fosters trust and satisfaction among the community. To assess public satisfaction, the Polresta may employ surveys, feedback mechanisms, and community consultations (Aminullah et al., 2019). By understanding the factors that contribute to public satisfaction, the Polresta can improve their services, strengthen community relationships, and ensure that the public's safety and satisfaction are prioritized in Bukittinggi.

Service quality refers to the assessment of the level of excellence or superiority of the services provided by the Bukittinggi Police Station. It encompasses various aspects such as responsiveness, reliability, competence, efficiency, and professionalism displayed by the police officers in their interactions with the community. Service quality is an important factor in determining community satisfaction. When the Bukittinggi Police Station delivers high-quality services, it means that they are able to meet or exceed the expectations and needs of the community members (Roberts & David, 2020). This can include aspects such as timely response to emergencies, effective crime prevention and control, respectful treatment of individuals, clear communication, and efficient handling of public inquiries or complaints. The study suggests that service quality has a positive and significant effect on community satisfaction at the Bukittinggi Police Station. This implies that when the police station provides services that are perceived as responsive, reliable, and of high competence, it contributes to higher levels of satisfaction among the community members. Assessing service quality typically involves gathering feedback from the community through surveys, interviews, or other methods to gauge their perceptions of the services provided by the police station. This allows the police station to identify areas for improvement and make necessary adjustments to enhance service quality and ultimately increase community satisfaction (MULYONO et al., 2020).

Trust refers to the confidence, belief, and reliance that the community members have in the Bukittinggi Police Station. It represents the level of trust that individuals place in the police station's ability to fulfill its duties, maintain law and order, and act in the best interests of the community. Trust is an important factor in community satisfaction as it influences the perception of the police station's credibility, integrity, and effectiveness. When community members trust the police station, they are more likely to cooperate, report crimes, and feel secure in their interactions with the police (Marbough et al., 2020). The study suggests that community trust has a positive and significant influence on community satisfaction at the Bukittinggi Police Station. This implies that when the community members perceive the police station as trustworthy, it contributes to higher levels of satisfaction among them. Evaluating trust typically involves assessing perceptions and opinions of community members through surveys, interviews, or other data collection methods. This helps in understanding the level of trust the community has in the police station and identifying factors that may influence trust, such as transparency, accountability, communication, and previous experiences with law enforcement. Building and maintaining trust is essential for the Bukittinggi Police Station to effectively serve the community. It requires ongoing efforts to establish open lines of communication, demonstrate professionalism and integrity, and ensure transparency in

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actions and decision-making processes (Ismail et al., 2019). By fostering trust, the police station can enhance community satisfaction and strengthen the relationship between law enforcement and the community.

Institutional reputation refers to the extent to which the reputation and perception of the Bukittinggi Police Station as an institution can influence the relationship between service quality and community satisfaction, as well as the relationship between public trust and community satisfaction. As a moderator, institutional reputation can either strengthen or weaken the impact of service quality and public trust on community satisfaction (Wahyoedi et al., 2021). It acts as a contextual factor that shapes how the community perceives and evaluates the services provided by the police station. The study suggests that institutional reputation has a positive and significant influence on community satisfaction at the Bukittinggi Police Station. This means that when the police station has a favorable reputation in the eyes of the community, it contributes to higher levels of community satisfaction. However, the study also finds that institutional reputation does not moderate the relationship between service quality and community satisfaction, as well as the relationship between public trust and community satisfaction. This indicates that the effect of service quality and public trust on community satisfaction remains consistent regardless of the institutional reputation of the police station. In other words, the positive effects of service quality and public trust on community satisfaction are not enhanced or diminished by the reputation of the Bukittinggi Police Station as an institution. These relationships hold true regardless of the perceived reputation of the police station (Ammigan, 2019). Understanding the role of institutional reputation as a moderator helps in comprehending the complexities of the relationship between service quality, public trust, institutional reputation, and community satisfaction. It highlights the importance of building and maintaining a positive reputation for the police station, which can contribute to higher levels of community satisfaction.

The purpose of this study is to investigate the relationships between service quality, public trust, institutional reputation, and community satisfaction at the Bukittinggi Police Station. The study aims to assess the level of service quality provided by the police station and its impact on community satisfaction. It also seeks to examine the level of public trust in the police station and its relationship with community satisfaction. Furthermore, the study aims to explore the influence of institutional reputation on community satisfaction at the Bukittinggi Police Station. Additionally, it aims to determine whether institutional reputation acts as a moderator in the relationships between service quality and community satisfaction, as well as between public trust and community satisfaction. By addressing these objectives, this study aims to provide valuable insights into the factors that contribute to community satisfaction at the Bukittinggi Police Station, offering guidance for enhancing service quality, building public trust, managing institutional reputation, and ultimately improving the relationship between the police and the community.

2. Method, Data, and Analysis

The methodology of this study employs a quantitative research design to investigate the relationships between service quality, public trust, institutional reputation, and community satisfaction at the Bukittinggi Police Station. A sample of 110 individuals was selected from the total population of 1,600 associated with the police station, using appropriate sampling techniques to ensure representation. Data was collected through the distribution of questionnaires utilizing a Likert scale model, allowing participants to rate their perceptions and opinions on the variables of interest. The validity and reliability of the questionnaire were assessed to ensure the accuracy of the data. Data analysis was conducted using the Smart PLS (Partial Least Squares) method, a statistical approach suitable for analyzing complex models and relationships in structural equation modeling (Hair et al., 2019). The method allows for

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the examination of direct and indirect effects, as well as potential moderation effects. Ethical considerations were addressed to protect participant privacy and ensure voluntary participation. The study acknowledges limitations such as the sample size and potential biases. Through this methodology, the study aims to provide quantitative data and insights into the factors influencing community satisfaction at the Bukittinggi Police Station.

3. Result and Discussion

The hypothesis testing in this study is an analysis of causality conducted to determine the relationships between variables. Causality analysis is used to understand the influence that occurs between exogenous and endogenous variables. An exogenous variable is considered to have a significant effect on an endogenous variable if the t-statistic value is greater than the critical t-value (1.96) and the p-value is less than the significance level of 0.05. The results of the hypothesis testing are presented in Figure 1 and Table 1 as follows.

Figure 1. Path Model

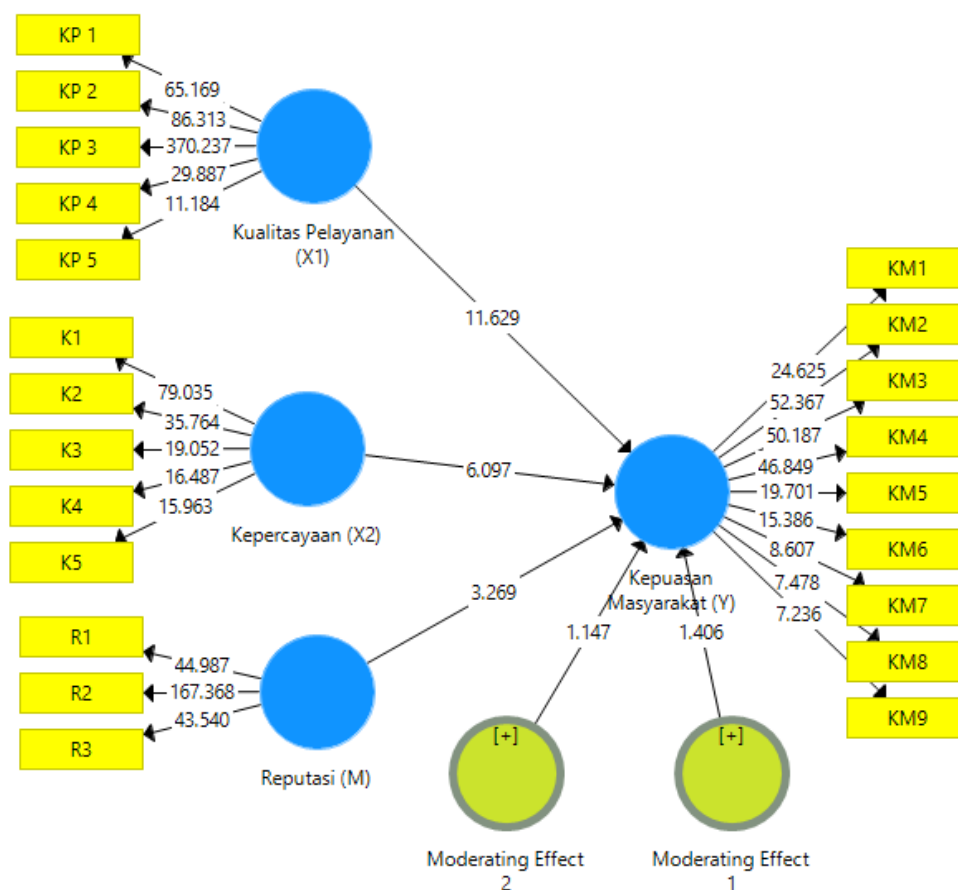


Table 1. Path Coefficient

Path	Original Sample	T Statistics	P Value	Decision
X1 > Y	0.676	11.629	0.000	Accepted
X2 > Y	0.286	6.097	0.000	Accepted
M > Y	0.169	3.269	0.001	Accepted
X1*M > Y	0.079	1.406	0.160	Rejected
X2*M > Y	-0.053	1.147	0.252	Rejected
R Square	0.909			

Q Square

0.585

The results of the hypothesis testing indicate that the variable of service quality has a positive and significant impact on community satisfaction at the Bukittinggi Police Station. This conclusion is supported by the obtained p-value of 0.000, which is smaller than the predetermined significance level of 0.05. When the p-value is less than the significance level, it suggests that the observed relationship between variables is statistically significant. The finding of a positive and significant influence of service quality on community satisfaction implies that when the Bukittinggi Police Station provides high-quality services, it leads to higher levels of satisfaction among the community members. This suggests that factors such as responsiveness, efficiency, professionalism, and reliability in service provision contribute to the overall satisfaction experienced by the community (Rita et al., 2019). The acceptance of the hypothesis further supports the importance of prioritizing and improving service quality at the Bukittinggi Police Station. By enhancing service delivery, addressing community needs, and ensuring a positive experience for the community, the police station can foster greater satisfaction and strengthen the relationship between law enforcement and the community (Wong & Chapman, 2023).

The acceptance of the second hypothesis, which states that trust has a positive and significant impact on community satisfaction at the Bukittinggi Police Station, is supported by the obtained p-value of 0.000, which is smaller than the predetermined significance level of 0.05. This indicates that the observed relationship between trust and community satisfaction is statistically significant. The finding that trust has a positive and significant influence on community satisfaction implies that when community members have a higher level of trust in the Bukittinggi Police Station, it leads to increased levels of satisfaction among them (Knoll et al., 2023; Pakurár et al., 2019). Trust can be fostered through transparent and accountable actions, effective communication, and building positive relationships with the community. This result highlights the importance of trust-building efforts by the Bukittinggi Police Station. By earning the trust of the community, the police station can establish a stronger connection with community members, increase cooperation, and create a sense of security. Trust serves as a foundation for effective community policing and contributes to overall community satisfaction (Al-Gasawneh et al., 2021). The significance of trust in influencing community satisfaction aligns with previous research and theoretical expectations. It underscores the need for the Bukittinggi Police Station to prioritize building and maintaining trust through ethical conduct, responsiveness, and transparency. Strengthening trust within the community can have positive implications for crime prevention, community engagement, and the overall perception of the police station's effectiveness.

The acceptance of the third hypothesis, which states that institutional reputation has a positive and significant impact on community satisfaction at the Bukittinggi Police Station, is supported by the obtained p-value of 0.001, which is smaller than the predetermined significance level of 0.05. This indicates that there is a statistically significant relationship between institutional reputation and community satisfaction. The finding suggests that when the Bukittinggi Police Station has a favorable institutional reputation in the eyes of the community, it leads to higher levels of community satisfaction (Uzir et al., 2021). A positive institutional reputation can be built through consistent professionalism, transparent operations, and maintaining a positive image within the community. The significance of institutional reputation in influencing community satisfaction highlights the importance of managing and nurturing the reputation of the police station. A positive reputation enhances trust, credibility, and community support, which can result in increased satisfaction among community members (Alshurideh, 2022). It also indicates that the community perceives the police station as reliable, competent, and effective in fulfilling its duties. To maintain a positive institutional reputation, the Bukittinggi Police Station should focus on actions that reinforce

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their professionalism, ethical conduct, and accountability. Engaging in community outreach programs, providing transparent and fair services, and actively addressing community concerns can contribute to building and sustaining a positive reputation.

The rejection of the fourth hypothesis, which states that service quality can be moderated by institutional reputation on community satisfaction at the Bukittinggi Police Station, is supported by the obtained p-value of 0.160, which is greater than the predetermined significance level of 0.05. This indicates that there is no statistically significant moderation effect of institutional reputation on the relationship between service quality and community satisfaction. The result suggests that the influence of service quality on community satisfaction remains consistent regardless of the level of institutional reputation (Li & Shang, 2020). In other words, the impact of service quality on community satisfaction is not dependent on the reputation of the Bukittinggi Police Station as an institution. While it is important to note that the moderation effect was not significant in this study, it does not imply that service quality and institutional reputation are not independently important factors in influencing community satisfaction. Both factors still hold individual significance, as demonstrated by the acceptance of the respective hypotheses. The lack of moderation effect between service quality and institutional reputation implies that even if the Bukittinggi Police Station has a positive institutional reputation, it does not alter the influence of service quality on community satisfaction (Munarko, 2022; Pratiwi et al., 2022). Therefore, the focus should remain on improving and maintaining high-quality services, as they directly contribute to community satisfaction regardless of the institutional reputation.

The rejection of the fifth hypothesis, which states that public trust can be moderated by institutional reputation on community satisfaction at the Bukittinggi Police Station, is supported by the obtained p-value of 0.252, which is greater than the predetermined significance level of 0.05. This indicates that there is no statistically significant moderation effect of institutional reputation on the relationship between public trust and community satisfaction. The result suggests that the influence of public trust on community satisfaction remains consistent regardless of the level of institutional reputation (Putri et al., 2022; Rahmania & Wahyono, 2022). In other words, the impact of public trust on community satisfaction is not dependent on the reputation of the Bukittinggi Police Station as an institution. Although the moderation effect was not significant in this study, it does not negate the individual importance of public trust and institutional reputation in influencing community satisfaction, as indicated by the acceptance of their respective hypotheses. The lack of moderation effect between public trust and institutional reputation implies that even if the Bukittinggi Police Station has a positive institutional reputation, it does not alter the influence of public trust on community satisfaction (Johanson et al., 2023). Therefore, efforts should continue to focus on building public trust and maintaining a positive reputation separately, as they are both important factors in enhancing community satisfaction.

Based on the data processing results, the R-squared (R^2) value mentioned in the output indicates that 90.9% of the variation in community satisfaction at the Bukittinggi Police Station can be explained by the variables of service quality, public trust, and institutional reputation. The remaining percentage is attributed to other variables not included in the study. Additionally, the Q-square value of 0.585 suggests that the relationship between service quality, public trust, institutional reputation, and community satisfaction at the Bukittinggi Police Station falls into the category of "very strong." This indicates that the model has strong predictive relevance, meaning that the included variables effectively explain and predict community satisfaction based on the measured factors. These results highlight the importance of service quality, public trust, and institutional reputation in influencing community satisfaction at the Bukittinggi Police Station. The high R^2 value signifies that a significant proportion of the variation in community satisfaction can be attributed to these variables. This

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implies that efforts to enhance service quality, build public trust, and maintain a positive institutional reputation are crucial for promoting community satisfaction. The strong predictive relevance, as indicated by the Q-square value, suggests that the model accurately predicts community satisfaction based on the measured variables. This indicates that the variables of service quality, public trust, and institutional reputation are highly relevant and reliable indicators of community satisfaction at the Bukittinggi Police Station.

However, it's important to consider the limitations of the study and the potential influence of other factors not included in the analysis. Future research could explore additional variables or contextual factors that may further contribute to community satisfaction and provide a more comprehensive understanding of the dynamics at the Bukittinggi Police Station. Overall, these findings underscore the significance of service quality, public trust, and institutional reputation in shaping community satisfaction and highlight the importance of continuous efforts to improve these factors to foster a satisfied and trusting community at the Bukittinggi Police Station.

4. Conclusion and Suggestion

In conclusion, this study has shed light on the relationships between service quality, public trust, institutional reputation, and community satisfaction at the Bukittinggi Police Station. The findings demonstrate the following: The study confirmed that service quality has a positive and significant impact on community satisfaction. This underscores the importance of providing efficient, reliable, and professional services to meet the needs and expectations of the community. Furthermore, the research revealed that public trust plays a crucial role in community satisfaction. Building trust through transparent operations, effective communication, and ethical behavior is essential in fostering positive relationships and increasing satisfaction levels among community members. Additionally, the study found that institutional reputation significantly influences community satisfaction. Maintaining a positive reputation through consistent professionalism, transparency, and positive community interactions enhances the perception of the police station and contributes to higher satisfaction levels. However, the study did not find evidence to support the moderation effects of institutional reputation on the relationships between service quality and community satisfaction, as well as between public trust and community satisfaction. This suggests that the impact of service quality and public trust on community satisfaction remains consistent regardless of the institutional reputation of the police station. These findings underscore the importance of continuous efforts to improve service quality, build public trust, and maintain a positive institutional reputation at the Bukittinggi Police Station. By prioritizing these factors, the police station can enhance community satisfaction, strengthen community-police relations, and contribute to a safer and more satisfied community.

It is important to acknowledge the limitations of this study, such as the sample size and potential factors not included in the analysis. Further research could explore additional variables and factors to gain a more comprehensive understanding of community satisfaction at the Bukittinggi Police Station. Overall, this study provides valuable insights for police station management and policymakers in their pursuit of enhancing community satisfaction. By focusing on service quality, public trust, and institutional reputation, the Bukittinggi Police Station can foster positive relationships, build trust, and ensure the well-being and satisfaction of the community they serve.

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