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THE INFLUENCE OF PUBLIC POLICY AND PUBLIC SERVICES ON PUBLIC SATISFACTION THROUGH PUBLIC PARTICIPATION IN KENANGAN VILLAGE, DELI SERDANG REGENCY

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Abstract

This study aims to analyze the influence of public policy and public service on community satisfaction through community participation as a mediating variable in Kenangan Village, Percut Sei Tuan District, Deli Serdang Regency. The method used is path analysis with a sample of 100 respondents determined by the Slovin formula. The results indicate that both public policy and public service have a positive and significant effect on community satisfaction and community participation. Moreover, community participation mediates the influence of public policy and public service on community satisfaction, contributing 78.9% and 62.9%, respectively. These findings highlight that community participation plays a crucial role in strengthening the impact of policy and public service on improving overall community satisfaction.

Keywords: Community Participation, Community Satisfaction, Public Policy, Public Services.

A. INTRODUCTION

In an increasingly complex and dynamic era of globalization, a country's success in improving public welfare depends heavily on the effectiveness of public policies and public services (OECD, 2001; World Bank, 2017). Governments are required not only to establish targeted policies but also to deliver responsive, efficient, and citizen-oriented public services (Bovaird & Löffler, 2009). In this context, public involvement in policy formulation and implementation plays a crucial role in fostering inclusive and responsive governance. Active citizen participation in decision-making processes can strengthen transparency and accountability, as well as enhance public trust and satisfaction with government performance (Arnstein, 1969; UNDP, 2016).

According to Feronica et al. (2023), public policy is a set of steps aimed at resolving problems faced by society. Furthermore, Ohorella (2022) also states that public policy is a series of government decisions and actions aimed at addressing societal problems. In other words, public policy can be understood as a crucial strategy designed to address and overcome various social, economic, and political issues that arise in national life. Meanwhile, according to (Daryanto & Ismanto Setyobudi, Drs., 2021), service is a series of intangible activities that occur as a result of interactions between service providers and recipients. Furthermore, (Apriyanti, 2024) states that public service is a constitutional obligation imposed on the government to fulfill citizens' basic rights to services. Therefore, improving service quality is a strategic step in building public trust and satisfaction.

Several previous studies have discussed the relationship between public policy, public services, and public satisfaction. (Area, 2022) highlighted the performance of officials in distributing the Family Hope Program (PKH) social assistance in Kenangan Village, finding

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obstacles in terms of efficiency and timeliness of service. This research indicates that the quality of public policies and services is not yet optimal in increasing the satisfaction of the poor. Gaspersz, in (Iendy Zelviean Adhari, S.E., 2021), emphasized that public satisfaction reflects the alignment between service user expectations and service performance. Meanwhile, according to Isbandi in (Latif et al., 2020), community participation is the active involvement of citizens in identifying problems, determining alternative solutions, implementing resolution efforts, and participating in evaluating changes that arise as a result of the process. Furthermore, Muslimin in (Aprilya & Fitria, 2020) explains that community participation includes active participation in every stage of the decision-making process. Referring to these various views, it can be concluded that community participation is a form of active participation in all stages of the decision-making process that concerns the common interest.

However, previous studies have been limited in simultaneously examining the relationship between public policy, public services, public participation, and public satisfaction within a single, coherent analysis model, particularly at the local level, such as in Kenangan Village, Deli Serdang Regency. Therefore, this study offers scientific novelty through the use of a path analysis approach to examine the direct and indirect influence of public policy and services on public satisfaction through public participation. Furthermore, this study positions public participation not merely as a supporting variable but as a significant intermediary in the causal relationship between policy and services and public satisfaction.

According to the explanation, this study aims to answer several main questions: (1) How significant is the influence of public policy on public satisfaction? (2) How significant is the influence of public services on public satisfaction? (3) How significant is the influence of public policy on public participation? (4) How significant is the influence of public services on public participation? (5) How significant is the influence of public policy on public satisfaction through public participation? and (6) How significant is the influence of public services on public satisfaction through public participation?

This study aims to empirically examine how public policy and public services influence public satisfaction levels, taking into account public participation as an intervening variable that bridges the relationship between these variables. This study was conducted in Kenangan Village, Percut Sei Tuan District, Deli Serdang Regency, with the aim of providing academic and practical contributions to efforts to improve the quality of public services and policies at the local level.

B.   LITERATURE REVIEW
Public Policy Theory

According to Thomas R. Dye (2017), public policy is anything the government chooses to do or not do in response to societal problems. Public policy reflects a series of decisions that have specific objectives and are implemented through systematic actions to achieve desired results. The process of making it involves the stages of problem identification, policy formulation, implementation, and continuous evaluation. In the context of local government, the effectiveness of a policy is determined by the extent to which the policy is able to address community needs and create positive social change. Thus, public policy functions as a strategic instrument that directs the course of development and community welfare in a sustainable manner (Dye, 2017, Understanding Public Policy, Pearson). Indicators of Public Policy Theory:

- Clarity of policy goals and objectives.
- Consistency between policy and community needs.
- Effectiveness of policy implementation in the field.
- Community involvement in the policy formulation process.
- Continuous policy evaluation and follow-up.

Public Service Theory

According to Zeithaml, Parasuraman, and Berry (1990), public service is the process of fulfilling community needs through activities involving direct interaction between service providers and service recipients, where service quality is measured based on public perception of the results and processes. Good public service is characterized by reliability, responsiveness, empathy, assurance, and physical evidence from the service provider. In the context of government, public service is not only oriented towards speed and efficiency, but also on fairness and citizen satisfaction. Quality service reflects the government's commitment to the principles of good governance and public welfare. Therefore, the success of public service can be seen from the ability of the apparatus to provide fair, transparent, and responsive services (Zeithaml, Parasuraman, & Berry, 1990, Delivering Quality Service: Balancing Customer Perceptions and Expectations, Free Press). Public Service Theory Indicators:

- Reliability in providing services.
- Responsiveness to community needs.
- Assurance of user trust and safety.
- Empathy for community conditions and aspirations.
- Tangible evidence in the form of facilities, infrastructure, and service facilities.

Community Participation Theory

According to Cohen and Uphoff (1980), community participation is the active involvement of citizens in the development process, including decision-making, implementation, utilization of results, and program evaluation. Participation is not merely being present or providing input, but also a form of collective awareness in determining the direction of policies that affect communal life. In the context of local government, community participation increases policy legitimacy and strengthens a sense of ownership of public programs. Community involvement enables the government to understand the real needs of the community so that the resulting policies are more targeted. Thus, community participation is a key factor in realizing inclusive, democratic, and sustainable development (Cohen & Uphoff, 1980, Participation's Place in Rural Development: Seeking Clarity through Specificity, World Development, 8(3), 213–235). Indicators of Community Participation Theory:

- Involvement in planning and decision-making.
- Active role in program implementation.
- Utilization of development program results and benefits.
- Involvement in activity monitoring and evaluation.
- Level of community awareness and social responsibility.

C. RESEARCH METHODOLOGY

This study employed a quantitative approach with a causal associative approach to determine the relationship between the independent variables (public policy and public services), the intervening variable (public participation), and the dependent variable (public satisfaction). This approach was chosen to examine the extent to which these variables influence each other based on data obtained from respondents systematically and objectively. (Sugiyono, 2022) also stated that quantitative research methods are a scientific way to obtain data for specific purposes and uses.

The population in this study included all residents of Kenangan Village, Percut Sei Tuan District, Deli Serdang Regency. The sampling technique used was random sampling. The population was recorded at 30,606 people, while the sample size was determined using the Slovin formula with a 10% margin of error, resulting in a total of 100 respondents as the research sample. Data processing was performed through path analysis using SPSS software. Before conducting the path analysis, the data was analyzed through validity and reliability tests to

ensure the accuracy and consistency of the research instrument. In addition, classical assumption tests such as normality, heteroscedasticity, and multicollinearity tests were carried out to ensure that the regression model meets the requirements for valid statistical analysis.

D. RESULT AND DISCUSSION
Hypothesis Testing
t-Test (Partial Test)

To draw a conclusion whether the hypothesis is accepted or rejected, the initial step is to determine the t-table value with a significance level of 0.05 and the appropriate degree of freedom (df), namely (df) = n – k – 1 = 100 – 2 – 1 = 97. From this calculation, the t-table value is obtained as 1.984.

Table 1. Simple Linear Regression Test Results

	Coefficients[a]				
	Unstandardized Coefficients		*Standardized Coefficients*		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	18.865	5.114		3.689	.001
Public Policy (X1)	.614	.078	.620	7.827	.001

a. Dependent Variable: Public Satisfaction (Y)

Source: Processed by researchers using SPSSV 30 (2025)

Referring to the table above, it can be seen that the public policy variable obtained a Tcount of 7.827 > Ttable 1.984 and a significance value (sig) of 0.001 < 0.05. Therefore, it can be concluded that the public policy variable has a positive and significant effect on the public satisfaction variable.

Table 2. Results of Simple Linear Regression Test between Public Services and Public Satisfaction

	Coefficients[a]				
	Unstandardized Coefficients		*Standardized Coefficients*		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	18.665	4.748		3.931	.001
Public service (X2)	.656	.077	.651	8.495	.001

a. Dependent Variable: Public Satisfaction (Y)

Source: Processed by researchers using SPSSV 30 (2025)

Referring to the table above, it can be seen that the public service variable obtained a T count of 8.495 > T table of 1.984 and a significance value (sig) of 0.001 < 0.05. Therefore, it can be concluded that the public service variable has a positive and significant effect on the public satisfaction variable.

Table 3. Results of Simple Linear Regression Test between Public Policy and Community Participation

	Coefficients[a]				
	Unstandardized Coefficients		*Standardized Coefficients*		
Model	B	Std. Error	Beta	T	Sig.

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1	(Constant)	24.672	4.818		5.111	.001
	Public Policy (X1)	.648	.074	.663	8.759	.001

a. Dependent Variable: Community Participation (Z)

Source: Processed by researchers using SPSSV 30 (2025)

Referring to the table above, it can be seen that the public policy variable obtained a Tcount of 8.759 > Ttable 1.984 and a significance value (sig) of 0.001 < 0.05. Therefore, it can be concluded that the public policy variable has a positive and significant effect on the community participation variable.

Table 4. Results of Simple Linear Regression Test between Public Services and Community Participation

Coefficients*a*

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	30.218	4.949		6.106	.001
	Public Service (X2)	.594	.080	.598	7.384	.001

a. Dependent Variable: : Community Participation (Z)

Source: Processed by researchers using SPSSV 30 (2025)

Referring to the table above, it is known that the public service variable obtained a Tcount of 7.384 > Ttable 1.984 and a significance value (sig) of 0.001 < 0.05. Therefore, it can be concluded that the public service variable has a positive and significant effect on the community participation variable.

Path Analysis

Path analysis is a statistical analysis technique used to examine causal relationships between several predetermined variables in a model. Two models must be analyzed. The first model examines the direct influence of the independent variable on the mediator variable; the second model examines the independent and mediator variables simultaneously on the dependent variable.

Coefficients*a*

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	24.627	4.818		5.111	<,001
	KEBIJAKAN PUBLIK	.648	.074	.663	8.759	<,001

a. Dependent Variable: PARTISIPASI MASYARAKAT

Coefficients*a*

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.223	4.055		.055	.956
	KEBIJAKAN PUBLIK	.124	.074	.125	1.679	.096
	PARTISIPASI MASYARAKAT	.757	.076	.747	10.021	<,001

a. Dependent Variable: KEPUASAN MASYARAKAT

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Figure 1. Results of a Simple Linear Regression Test between Public Policy and Public Participation
Source: Processed by researchers using SPSSV 30 (2025)

The following analysis results can be seen from the figure above:
- The direct effect of public policy on public satisfaction is 0.124.
- The indirect effect is the product of public policy on public participation and public participation on public satisfaction = 0.648 x 0.757 = 0.490.
- The total effect (direct and indirect) of public policy on public satisfaction through public participation = 0.124 + 0.490 = 0.614.

Based on the calculations above, the direct effect is 0.124 < the indirect effect of 0.490. These results indicate that public policy variables indirectly influence public satisfaction through public participation.

To determine the extent of the public participation variable's role in mediating the relationship between public policy and public satisfaction, the following formula can be used:

$$Mediation\ Percentage = \frac{Indirect\ Influence}{Total\ Influence}\ x\ 100\%$$
$$Mediation\ Percentage = \frac{0,490}{0,614}\ x\ 100\% = 78,9\ \%$$

Based on the calculations above, it can be seen that the public participation variable is able to mediate the public policy variable on public satisfaction by 78.9%. It can be concluded that public policy has a significant influence on public satisfaction through public participation.

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	30.218	4.949		6.106	<,001
	PELAYANAN PUBLIK	.594	.080	.598	7.384	<,001

a. Dependent Variable: PARTISIPASI MASYARAKAT

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-2.335	3.866		-.604	.547
	PELAYANAN PUBLIK	.243	.067	.241	3.639	<,001
	PARTISIPASI MASYARAKAT	.695	.067	.686	10.347	<,001

a. Dependent Variable: KEPUASAN MASYARAKAT

Figure 2. Simple Linear Regression Test Results between Public Services and Public Participation
Source: Processed by researchers using SPSSV 30 (2025)

The following analysis results can be seen from the figure above:
- The direct effect of public services on public satisfaction is 0.243.
- The indirect effect is the product of public services on public participation and public participation on public satisfaction = 0.594 x 0.695 = 0.412.

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- The total effect (direct and indirect) of public services on public satisfaction = 0.243 + 0.412 = 0.655.

Based on the calculation above, the direct effect is 0.243 < the indirect effect of 0.412. These results indicate that public services indirectly influence public satisfaction through public participation.

To determine the extent of the role of public participation in mediating the relationship between public services and public satisfaction, the following formula can be used:

$$Mediation\ Percentage = \frac{Indirect\ Influence}{Total\ Influence}\ x\ 100\%$$
$$Mediation\ Percentage = \frac{0,412}{0,655}\ x\ 100\% = 62,9\%$$

Based on the calculations above, it can be seen that the public participation variable mediates the public service variable on public satisfaction by 62.9%. It can be concluded that public service has a significant influence on public satisfaction through public participation.

Discussion

The Role of Public Policy in Increasing Public Satisfaction

Based on the test results, the t-test results indicate that Public Policy has a significant impact on Public Satisfaction. This indicates that well-targeted policies can improve service quality and public satisfaction with government performance. This satisfaction leads to increased public motivation, responsibility, and work productivity. Conversely, distrust of policies can dampen morale and hinder the achievement of goals. Therefore, it is important for the government to develop policies based on trust and public needs. These research findings align with research conducted by Soekotjo et al., 2023, which found that government policies have a positive and significant influence on public satisfaction.

The Role of Public Services in Increasing Public Satisfaction

Based on the results of the t-test, the results indicate that Public Services have a significant impact on Public Satisfaction. This result indicates that Public Services have a significant impact on Public Satisfaction in this study. These results indicate that good quality public services can increase public satisfaction with government performance. When the public is satisfied with the services provided, this can increase public trust, active participation in government programs, and create a positive perception of the service provider agency. Furthermore, satisfaction also encourages loyalty, reduces complaints, and strengthens the relationship between the public and public service officials. These research findings align with research conducted by Rawis et al., 2022, which states that quality public services will improve public satisfaction.

The Role of Public Policy in Increasing Community Participation

Based on the results of the t-test, the results indicate that Public Policy has a significant impact on Public Participation. This indicates that well-targeted policies can increase public awareness of involvement, a sense of social responsibility, trust in the government, initiative in expressing aspirations, and a willingness to contribute to development programs. Thus, good public policy not only impacts outcomes but also encourages active public involvement in the governance process.

These research findings align with research conducted by Puspita et al. (2023), which found that policy implementation has a positive and significant impact on public participation.

The Role of Public Services in Increasing Public Participation

Based on the results of the t-test, the results indicate that Public Services have a significant influence on Public Participation. This indicates that the better the quality of public services provided, the higher the public participation in various government and development activities.

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Public services that are easily accessible, provided transparently and accountably, and delivered quickly and on time will increase public trust and satisfaction. Furthermore, the responsiveness of government officials, fair treatment in services, and the government's ability to meet public needs also encourage more active public participation. In other words, quality public services create a positive relationship between the government and the public, which ultimately strengthens the spirit of participation in decision-making, oversight, and implementation of development programs.

The results of this study align with research conducted by (Fatimah et al., 2024), which states that public involvement is significantly influenced by service quality.

The Role of Public Policy in Increasing Public Satisfaction Through Public Participation.

Based on the results of the path analysis, it was found that public policy has a significant influence on public satisfaction through public participation. These findings indicate that policies formulated and implemented with public involvement can increase public satisfaction. Public participation plays a crucial role as a mediator, with calculations showing that participation mediated the effect of public policy on public satisfaction by 78.9 percent. This means that the higher the public participation in the policy formulation and evaluation process, the greater the impact of the policy on increasing public satisfaction. Therefore, active public involvement in public policy is a key factor in creating responsive services that meet citizen needs.

These findings align with research conducted by Petunia & Selepe (2020), which found that public participation mediates the relationship between public policy and public satisfaction.

The Role of Public Services in Increasing Public Satisfaction Through Public Participation.

Based on the path analysis, it was found that public services significantly influence public satisfaction through public participation. This finding indicates that the quality of government services not only directly impacts public satisfaction but also indirectly through increased public participation. Communities who feel well served tend to be more actively involved in development processes and decision-making, which in turn increases their overall satisfaction with public services. Calculations show that public participation mediates the effect of public services on public satisfaction by 62.9 percent. This indicates that public participation plays a significant role in strengthening the impact of public services on public satisfaction. Therefore, improving the quality of public services should be accompanied by efforts to encourage active public participation to create responsive, inclusive, and citizen-centered services. These findings align with research by Makatita et al., 2024, which found that public participation directly impacts employee satisfaction and the efficiency of public services.

E. CONCLUSION

Based on the analysis, this study shows that public policy has a significant impact on the level of public satisfaction, while public services also have a significant influence. Furthermore, public policy has a significant influence on public participation, as does public services. Path analysis shows that public participation mediates the relationship between public policy and public satisfaction by 78.9%. Meanwhile, public participation mediates the relationship between public services and public satisfaction by 62.9%. It is recommended that collaboration between the government and the public, supported by competent officials, will result in more responsive, effective services that are aligned with public needs.

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