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Evaluating Public Service Mall Performance: An Expectancy Confirmation Theory Approach to Citizen Trust and Service Usage Intentions

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Abstract

Purpose – This study analyzes the mediating role of citizen satisfaction in the relationship between service quality and trust toward service usage intentions at the Public Service Mall (MPP) of Boyolali Regency. It addresses a significant research gap concerning the function of trust as a critical psychological antecedent to satisfaction within regional integrated "one-stop" service centers an aspect frequently overlooked in extant literature that predominantly emphasizes technical service metrics.

Methodology – Employing a quantitative research design, data were gathered from 200 respondents who utilized services at the Boyolali MPP. Hypotheses were tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the structural relationships and the strength of the mediating paths between the variables.

Findings – The empirical results demonstrate that both service quality and trust exert a positive and significant influence on citizen satisfaction. Furthermore, citizen satisfaction functions as a robust mediator that significantly drives the intention to reuse government services in an integrated environment.

Implications – Theoretically, this research advances Behavioral Science by validating trust as a pivotal pre-exposure variable within the Expectancy Confirmation framework. It contributes to Public Administration theory by highlighting the necessary transition from mere administrative efficiency toward relationship-based governance. Practically, it suggests that regional governments must prioritize reliability to maintain the trust-satisfaction loop.

Originality – This study provides a novel empirical analysis of the 'Trust-Satisfaction-Intention' triad within the specific framework of regional integrated service models. By offering localized insights into institutional trust, it addresses behavioral nuances that have been largely over-generalized in broader public service literature.

Introduction

In the contemporary era of public administration, there has been a significant global paradigm shift toward citizen-centric governance ([Denhardt & Denhardt, 2015](#); [Osborne, 2010](#)). This evolution prioritizes responsiveness and efficiency, leading many nations to adopt 'One-Stop Shop' (OSS) models to streamline bureaucratic processes and enhance the interaction between the state and its citizens ([Askim et al., 2011](#); [Pollitt & Bouckaert, 2017](#)). These integrated service centers are designed not only to reduce administrative complexity but also to rebuild institutional trust by focusing on the user experience ([Walle & Bouckaert, 2003](#)). This global

trend aligns with the increasing demand for transparency and accessibility in public service delivery across various jurisdictions ([OECD, 2019](#)).

In Indonesia, this transformation is formally anchored in Indonesian Law No. 25 of 2009 concerning Public Services, which establishes a framework of legal certainty to regulate the relationship between the community and service providers. This law mandates the rights of citizens to receive equitable treatment and the obligation of providers to deliver quality, transparent, and accountable services ([komdigi.go.id, 2009](#)). Despite this legal foundation, the Indonesian bureaucracy has historically faced challenges; a lack of procedural innovation and minimal coordination between government agencies often made processes seem complicated, leading to widespread public complaints ([jawapos.com, 2024](#)).

Responding to these challenges and following the national trend of service integration, the Boyolali Regency Government inaugurated the Public Service Mall (Mal Pelayanan Publik -MPP) in 2022. By collaborating with 24 agencies, the MPP serves as a strategic measure to improve service delivery for the residents of Boyolali ([pn-boyolali.go.id, 2022](#)). This facility was designed as a manifestation of the government's commitment to transforming governance into a more innovative and convenient experience ([mpp boyolali.go.id, 2022](#)). However, the establishment of such a center is only the first step; regular evaluations are essential to ensure continued innovation in providing convenience, efficiency, and speed ([warta.jogjakota.go.id, 2023](#)).

The success of integrated services like the MPP is deeply rooted in behavioral factors. Public satisfaction is heavily influenced by both functional aspects and the overall service experience ([Nilsson et al., 2025](#)). Previous scholarship suggests that improvements in service quality such as response speed and adequate facilities are closely linked to a region's resource management and its ability to meet local needs ([Wang et al., 2024](#)). Furthermore, research by [Metwally & Samir \(2024\)](#) emphasizes that higher perceived quality and efficiency directly correlate with increased satisfaction levels. Identifying these satisfaction levels is crucial, as they serve as a benchmark for government performance and can even influence political trust ([Bostancı & Erdem, 2020](#)).

Beyond mere satisfaction, building public trust in government systems is a pivotal factor in maintaining long-term service quality ([Nguyen et al., 2020](#)). When citizens are satisfied, it directly influences their intention to continue using government services ([Nookhao & Kiattisin, 2023](#)). Therefore, quality service and public trust, underpinned by high satisfaction, are expected to foster a stronger desire among the public to engage with government institutions ([Badri et al., 2015](#); [Ndzabela et al., 2025](#)). This research aims to analyze these dynamics within the Boyolali MPP, providing a metric for evaluating performance and enabling service providers to better understand the strengths and weaknesses of their delivery units.

This study offers significant theoretical and practical contributions to the field of public administration. Theoretically, it advances Behavioral Science by integrating Trust as a pivotal pre-exposure variable within the Expectancy Confirmation framework, specifically applied to the unique ecosystem of regional integrated "one-stop" service hubs. Furthermore, it enriches Public Administration literature by providing empirical validation for the transition from traditional administrative efficiency toward relationship-based governance models within a developing regional context. Practically, this research serves as a strategic evaluation tool for the Boyolali Regency Government to identify the specific service quality dimensions that most effectively foster institutional trust. These findings provide a data-driven foundation for policymakers to refine service delivery protocols, ensuring that the Public Service Mall (MPP) not only meets technical standards but also strengthens the psychological bond between the state and its citizens by enhancing long-term service usage intentions.

Literature Review

Theoretical Foundation

Grounded in Expectancy Confirmation Theory (ECT), this research explores how citizen satisfaction is dictated by the degree to which a service's perceived performance aligns with or surpasses initial expectations ([Nookhao & Kiattisin, 2023](#); [Nguyen et al., 2025](#)). Within the realm of Behavioral Science, ECT provides a robust framework for understanding the psychological process behind public service evaluation. The theory posits three distinct evaluative outcomes: positive confirmation, where performance exceeds expectations and drives satisfaction; simple confirmation, where performance matches expectations; and negative confirmation, which arises when performance fails to reach the expected threshold. In this study, ECT is expanded to include Trust

as a pivotal pre-exposure variable, moving beyond mere technical performance to capture the psychological complexities of citizen-government interactions.

Service Quality

Service Quality (X1) represents the functional and technical dimensions of public service delivery. This concept involves not only the final administrative outcome but also the emotional and environmental support provided during the interaction, such as a professional atmosphere and the responsiveness of staff ([Nilsson et al., 2025](#)). As public administration shifts toward a citizen-centric model, quality encompasses essential elements aimed at streamlining bureaucratic procedures and enhancing user comfort ([Akter et al., 2024](#)). Within the MPP framework, high service quality acts as the primary performance metric that citizens evaluate against their prior expectations.

Trust

Trust (X2) is conceptualized as a critical psychological antecedent to satisfaction, particularly in the context of institutional reliability. Unlike technical metrics, public trust reflects the citizens' confidence in the government's integrity and its capability to deliver on promises ([Ndzabela et al., 2025](#)). Building institutional trust is essential for transforming integrated service centers from mere administrative hubs into platforms for relationship-based governance. Research indicates that when citizens perceive a system as trustworthy, their psychological threshold for satisfaction is positively influenced, even before the service encounter occurs ([Badri et al., 2015](#)).

Citizen Satisfaction

Citizen Satisfaction (Z) serves as the primary mediator in this study, representing the fulfillment of both physical and psychological expectations arising from a service experience. This satisfaction reflects a holistic assessment where citizens weigh the perceived benefits against the effort or cost of accessing the service ([Akter et al., 2024](#)). In an integrated environment like the MPP, satisfaction is shaped by the establishment of clear service standards and the effective confirmation of user expectations ([Ndzabela et al., 2025](#)). It acts as the psychological bridge that converts positive service perceptions into long-term behavioral persistence ([Nookhao & Kiattisin, 2023](#)).

Service Usage Intention

The ultimate success of public service innovation is reflected in the level of Service Usage Intention (Y). This variable refers to the citizens' behavioral tendency and willingness to engage with the same service provider in the future ([Akter et al., 2024](#)). In the context of Behavioral Science, high usage intention signifies that the government has successfully maintained the "trust-satisfaction loop," ensuring that the Public Service Mall remains a preferred and reliable destination for administrative needs ([Nookhao & Kiattisin, 2023](#)).

Hypotheses

Service Quality dan Citizen Satisfaction

Within the Expectancy Confirmation Theory (ECT) framework, service quality functions as a crucial performance cue that citizens evaluate against their initial expectations ([Oliver, 1980; Bhattacharjee, 2001](#)). When the perceived performance of services at the MPP meets or surpasses these expectations, it triggers a state of positive confirmation, which fundamentally dictates overall citizen satisfaction levels ([Nilsson et al., 2025; Akter et al., 2024](#)). Superior service delivery is not merely an administrative success but a behavioral catalyst ensuring that post-service perceptions align with pre-service hopes, thereby building a robust foundation for satisfaction with government performance ([Ndzabela et al., 2025](#)). Based on this performance confirmation mechanism, the following hypothesis is proposed:

H1: Service Quality has a positive effect on Citizen Satisfaction

Trust dan Citizen Satisfaction

Trust operates as an essential cognitive anchor within the ECT process, influencing how citizens interpret service outcomes. As a pivotal pre-exposure variable, institutional trust shapes the baseline for citizens' expectations and acts as a perceptual filter ([McKnight et al., 2002](#); [Pavlou, 2003](#)). When a government institution is perceived as credible and reliable, citizens are more psychologically prepared to experience positive confirmation regarding the services received, which directly bolsters their satisfaction levels ([Badri et al., 2015](#); [Ndzabela et al., 2025](#)). Higher trust levels facilitate the confirmation of service benefits and mitigate the risk of dissatisfaction by reducing perceived uncertainty. Based on the role of trust in this cognitive evaluation process, the following hypothesis emerges:

H2: Trust has a positive effect on Citizen Satisfaction

Citizen Satisfaction dan Service Usage Intention

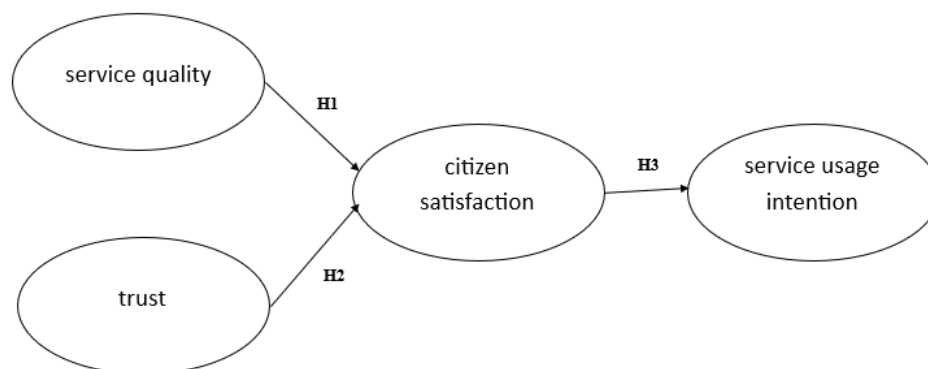
Based on the core propositions of ECT, satisfaction is the psychological state resulting from the confirmation of expectations, serving as the primary driver for future behavioral outcomes ([Bhattacharjee, 2001](#); [Nookhao & Kiattisin, 2023](#)). When integrated services at the MPP yield positive confirmation, the resulting satisfaction fosters a stronger service usage intention, encouraging citizens to continue engaging with government resources ([Akter et al., 2024](#)). This dynamic suggests that effective post-service fulfillment transforms a single service encounter into a sustained behavioral intent, as citizens choose to return based on the successful alignment between service performance and their expectations ([Oliver, 1980](#)). Based on this link between expectation fulfillment and behavioral intent, the following hypothesis emerges:

H3: Citizen Satisfaction has a positive effect on Service Usage Intention

Conceptual Model

Based on the development of the conceptualized hypothesis, Figure 1 below is the resulting conceptual model framework.

Figure 1. Conceptual Model about Behavioral Process of Service Usage Intention



In this conceptual framework, the motivation behind the desire to use the Government services such as when the Government can provide services that meet citizen expectations ([Nookhao & Kiattisin, 2023](#); [Nguyen et al., 2025](#)).

Research Methods

Research Design

This study adopts a causal-explanatory research design with a quantitative approach to empirically test the structural relationships between service quality, trust, citizen satisfaction, and service usage intentions. This design is specifically selected to validate the Expectancy Confirmation Theory (ECT) framework within the context of integrated public services, allowing for a deeper exploration of behavioral mechanisms behind citizen-government interactions.

Participants, Sample, and Procedures

The target population comprises residents in Boyolali Regency who utilized licensing and non-licensing services at the DPMPSTSP and the Public Service Mall (MPP). A total sample of 200 respondents was gathered, distributed equally with 100 participants from DPMPSTSP and 100 from the MPP hub. Data collection was conducted over a 60 days period between October and November 2025. This study employed a non-probability convenience sampling technique. To mitigate potential bias associated with this method and ensure data quality, a specific inclusion criterion was applied: participants must have completed a service transaction within the last six months to ensure an accurate and reliable recall of their service experience.

Measures

All survey items were assessed using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The measurement instrument was developed by adapting scales from established literature to ensure content validity and rigorous alignment with the Expectancy Confirmation Theory (ECT). Specifically, Service Quality (SQ) items were adapted from [Nilsson et al. \(2025\)](#), while Trust (TR) scales were derived from [Ndzabela et al. \(2025\)](#) to capture institutional reliability. Furthermore, items for Citizen Satisfaction (CS) and Service Usage Intention (SUI) were formulated based on the expectancy-confirmation metrics established by [Bhattacharjee \(2001\)](#) and [Nookhao & Kiattisin \(2023\)](#). The detailed constructs and their respective measurement items are presented in Table 1.

Table 1. Constructs and Respective Measurement Items

Construct	Items	Measurements
Service Quality (SQ) (Nookhao & Kiattisin, 2023)	SQ 1	The DPMPSTSP/MPP in Boyolali Regency provides responds quickly to my needs
	SQ 2	The DPMPSTSP/MPP in Boyolali Regency understands my needs
	SQ 3	The DPMPSTSP/MPP in Boyolali Regency provides empathy to my problem or my needs
	SQ 4	The DPMPSTSP/MPP in Boyolali Regency provides empathy service
Trust (TR) (Nookhao & Kiattisin, 2023)	TR 1	I believe that the government agency is truthful, honest, and genuine in its dealings
	TR 2	I believe that the government agency acts in the citizen's best interest
	TR 3	I believe that the government agency is competent and effective
	TR 4	I believe that using the DPMPSTSP/MPP service will not act in a way that harms me
Citizen Satisfaction (CS) (Nookhao & Kiattisin, 2023; Nguyen et al., 2025)	CS 1	I am satisfied with the overall service I received from the DPMPSTSP/MPP in Boyolali Regency
	CS 2	The service I received on the DPMPSTSP/MPP met my expectations
	CS 3	I am confident that using the services at the DPMPSTSP/MPP is a wise decision
Service Usage Intention (SUI) (Nookhao & Kiattisin, 2023)	SUI 1	I intend to use the DPMPSTSP/MPP service in the future
	SUI 2	I intend to continue using and intend to increase the use of the DPMPSTSP/MPP service in the future
	SUI 3	I will recommend others to use the DPMPSTSP/MPP service system

Data Analysis

Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS version 4.1.1.6. PLS-SEM was chosen for its robustness in handling complex structural models with

multiple mediating paths and its suitability for causal-explanatory research aimed at theory validation ([Garson, 2016](#); [Hair et al., 2017](#)). The evaluation followed a systematic two-stage approach:

Measurement Model Assessment: The internal consistency reliability was verified through Cronbach's Alpha and Composite Reliability (threshold > 0.70), while convergent validity was determined via Outer Loadings (> 0.70) and Average Variance Extracted (AVE > 0.50).

Structural Model Assessment: Prior to hypothesis testing, multicollinearity was assessed using the Variance Inflation Factor (VIF). All VIF results were well within the required threshold (VIF < 5), thereby strengthening the reliability and stability of the estimated path coefficients. Subsequently, a bootstrapping procedure with 5,000 resamples was employed to examine the significance of the hypothesized relationships. An alternative hypothesis was supported if the p-value was ≤ 0.05 or the t-statistic exceeded the critical value of 1.96 ([Sekaran & Bougie, 2016](#)).

Results and Discussion

Structural Model Assessment (Inner Model)

Before evaluating the structural relationships and testing the hypotheses, a collinearity assessment was conducted to ensure that the predictor variables do not overlap significantly. The results of the Variance Inflation Factor (VIF) analysis are presented in Table 2.

Table 2. Collinearity Statistics (Inner VIF)

Predictor Variable	Target Variable	VIF
Service Quality (SQ)	Citizen Satisfaction (CS)	1.071
Trust (TR)	Citizen Satisfaction (CS)	1.071
Citizen Satisfaction (CS)	Service Usage Intention (SUI)	1.000

As shown in Table 2, all VIF values are significantly below the required threshold of 5 ([Hair et al., 2017](#)). Specifically, the VIF for the paths leading to Citizen Satisfaction is 1.071, and for Service Usage Intention is 1.000. These results demonstrate that there are no multicollinearity issues within the structural model, thereby strengthening the reliability and stability of the estimated path coefficients. This ensures that each predictor construct (Service Quality and Trust) provides unique and distinct information in explaining Citizen Satisfaction and the subsequent Service Usage Intention.

Demographic Characteristics of the Respondents

This section presents the empirical data and discusses the findings. This study investigates citizen trust in the services of the DPMPPTSP and MPP in Boyolali Regency. The results are summarized in Table 3 for DPMPPTSP and Table 4 for MPP.

Table 3. Demographic Characteristics of the DPMPPTSP Respondents

Characteristic	Category	Frequency
Gender	Male	44
	Female	56
	Total	100
Age	20-29	31
	30-39	39
	40-49	16
	50+ years	14
	Total	100
Occupation	Entrepreneur	47
	Private sector	7
	PNS	2
	TNI/POLRI	0
	Others	44
	Total	100

Table 3 presents the demographic characteristics of the citizens who use DPMPTSP services. And then Table 4 present the demographic characteristics of the citizens who use MPP services. Both were invited to participate in this study. These characteristics include key components such as gender, age, and occupation of the citizen.

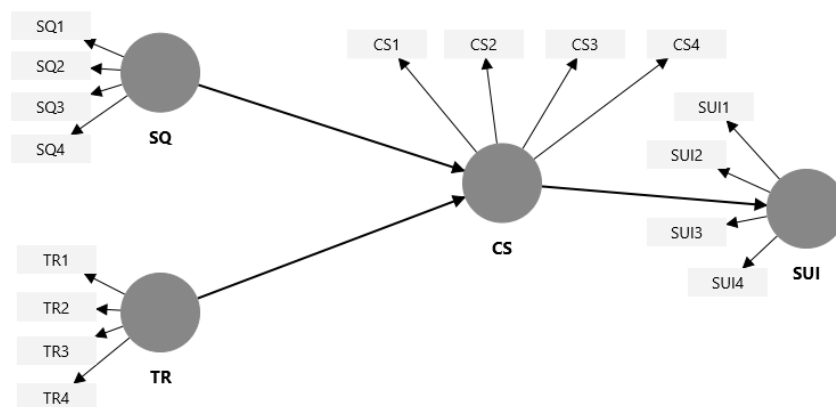
Table 4. Demographic Characteristics of the MPP Respondents

Characteristic	Category	Frequency
Gender	Male	36
	Female	64
	Total	100
Age	20-29	36
	30-39	40
	40-49	19
	50+ years	5
	Total	100
Occupation	Entrepreneur	53
	Private sector	2
	PNS	2
	TNI/POLRI	0
	Others	45
	Total	100

PLS-SEM findings

To analyze PLS-SEM, this study utilized SmartPLS 4.0, which necessitates a dual evaluation of both the measurement (outer) and structural (inner) models. The research design, illustrated in Figure 2, serves as the basis for the outer model analysis, which is essential for confirming that the latent variables are accurately represented by their indicators. This evaluative process is systematically conducted through three primary testing stages: convergent validity to ensure indicator correlation, discriminant validity to verify that constructs are statistically unique, and composite reliability to confirm the internal consistency of the measurement scales.

Figure 2. Design Model



First, a validity test and a reliability test were conducted where Table 5 shows the outer loading, CR, and AVE values of each indicator which were considered reliable because they met the requirements of $CR > 0.7$ and $AVE > 0.5$ (Hair et al., 2017). From the results of this validity test on Table 5, it was obtained that all indicators in each question item had valid values.

Table 5. Outer Loading, CR, AVE on Reliable Indicator

Variable Indicator	Outer Loading	CR	AVE	VIF
Service Quality (Nookhao & Kiattisin, 2023)				
SQ1 The DPMPTSP/MPP in Boyolali Regency provides responds quickly to my needs.	0.729	0.721	0.540	1.343
SQ2 The DPMPTSP/MPP in Boyolali Regency understands my needs.	0.756			1.335
SQ3 The DPMPTSP/MPP in Boyolali Regency provides empathy to my problem or my needs.	0.724			1.404
SQ4 The DPMPTSP/MPP in Boyolali Regency provides empathy service.	0.729			1.479
Trust (Nookhao & Kiattisin, 2023)				
TR1 I believe that the government agency is truthful, honest, and genuine in its dealings.	0.711	0.718	0.534	1.158
TR2 I believe that the government agency acts in the citizen's best interest.	0.733			1.291
TR3 I believe that the government agency is competent and effective.	0.723			1.713
TR4 I believe that using the e-government service system will not act in a way that harms me.	0.756			1.791
Citizen Satisfaction (Nguyen et al., 2020 ; Nookhao & Kiattisin, 2023)				
CS1 I am satisfied with the overall service I received from the DPMPTSP/MPP in Boyolali Regency.	0.758	0.720	0.525	1.178
CS2 The service I received on the DPMPTSP/MPP met my expectations.	0.718			1.404
CS3 I am confident that using the services at the DPMPTSP/MPP is a wise decision.	0.711			1.784
CS4 Using the DPMPTSP/MPP service makes me feel satisfied.	0.710			1.505
Service Usage Intention (Ngo et al., 2025 ; Nookhao & Kiattisin, 2023)				
SUI1 I consider the services at the DPMPTSP/MPP Boyolali Regency as the main choice when processing documents.	0.718	0.709	0.532	1.422
SUI2 I intend to use the DPMPTSP/MPP service in the future.	0.733			1.272
SUI3 I intend to continue using and intend to increase the use of the DPMPTSP/MPP service in the future.	0.723			1.408
SUI4 I will recommend others to use the DPMPTSP/MPP service system.	0.756			1.517

Subsequently, a discriminant validity test was performed to verify that each latent variable remains statistically distinct from the others within the model. The analysis confirmed that all variables satisfied the necessary criteria, as the correlations within each specific construct were stronger than their correlations with different variables.

To further validate these findings, the Heterotrait-Monotrait (HTMT) ratio was applied. Following the thresholds established by [Hair et al. \(2017\)](#), discriminant validity is deemed satisfactory when HTMT values remain below 0.9. As illustrated in Table 6, all variables in this study achieved HTMT values of less than 0.9, confirming that the constructs are indeed unique and represent separate theoretical concepts.

Table 6. Heterotrait-monotrait ratio (HTMT)

	Service Quality	Trust	Citizen Satisfaction	Service Usage Intention
Service Quality				
Trust	0.368			
Citizen Satisfaction	0.350	0.393		
Service Usage Intention	0.457	0.549	0.445	

In addition, this discriminant validity test can also be tested using the Fornell-Larcker criterion. This test compares the square root of the AVE of a construct with its correlation value against another construct, where the square root value of the AVE must be greater than its largest correlation coefficient against the other construct (Hair et al., 2017). The results in Table 7 indicate that this study meets the requirements for this test.

Table 7. Fornell-Larcker Criterion

	Service Quality	Trust	Citizen Satisfaction	Service Usage Intention
Service Quality	0.735			
Trust	0.258	0.731		
Citizen Satisfaction	0.284	0.301	0.725	
Service Usage Intention	0.327	0.402	0.356	0.729

Prior to testing the hypotheses, a multicollinearity test was performed to ensure that the path coefficient estimates remained unaffected by redundant explanatory variables, which could otherwise bias parameter estimates. Multicollinearity is a critical concern as it can artificially inflate or deflate the relationships between variables. Following the guidelines of Hair et al. (2017), the Variance Inflation Factor (VIF) was utilized as the primary diagnostic metric, with a required threshold of less than 5. As presented in Table 5, the VIF values in this study range from 1.158 to 1.791, confirming that the data is free from significant collinearity bias and providing a valid foundation for path estimation.

Hypothesis testing and analyzing

Hypothesis testing was executed using the bootstrapping method with 5,000 resamples, a procedure that ensures robust estimations of standard errors and statistical significance levels (Hair et al., 2017). As illustrated in Figure [3] and detailed in Table 8, the empirical results consistently substantiate each proposed hypothesis. These findings validate the theoretical relationships established in the conceptual framework, confirming that the structural model accurately reflects the hypothesized paths.

Figure 3. Result of PLS-SEM analysis

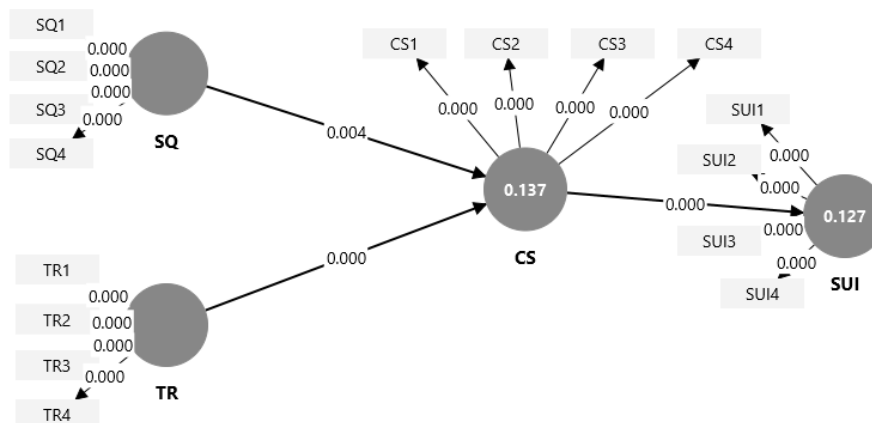


Table 8. Hypothesis testing result

Hypothesis		Coeff.	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P values	Result
H1	Service Quality (X1) -> Citizen Satisfaction (M)	0.221	0.231	0.076	2.899	0.004	Accepted
H2	Trust (X2) -> Citizen Satisfaction (M)	0.244	0.259	0.068	3.589	0.000	Accepted

Hypothesis		Coeff.	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P values	Result
H3	Citizen Satisfaction (M) -> Service Usage Intention (Y)	0.356	0.374	0.060	5.940	0.000	Accepted

The empirical findings confirm that all proposed hypotheses are statistically supported. However, the true significance of these results lies in the behavioral dynamics of the citizens and entrepreneurs utilizing the Boyolali Public Service Mall.

Service Quality has a positive effect on Citizen Satisfaction

Hypothesis H1 is substantiated by a significant path coefficient of 0.221 ($T=2.899$; $P=0.004$), indicating that Service Quality is a primary driver of satisfaction. Beyond the numbers, this reflects how users particularly the entrepreneurial community value the reduction of administrative burden. For business owners in Boyolali, time is a critical resource; therefore, the "speed" and "empathy" dimensions of service quality act as vital performance cues. By integrating 24 service agencies into a single hub, the MPP minimizes the "time-tax" traditionally associated with fragmented bureaucracy.

This result aligns with the One-Stop Service (OSS) logic discussed by [Askim et al. \(2011\)](#) and [Pollitt & Bouckaert \(2017\)](#), which posits that integrated services succeed only when they reduce the "shoe-leather costs" (the physical and temporal effort) of navigating government offices. Unlike previous studies of traditional, siloed departments where citizens often expressed frustration despite technical accuracy, the Boyolali MPP's focus on speed and staff responsiveness directly addresses the psychological need for efficiency, leading to a higher state of positive confirmation.

Trust has a positive effect on Citizen Satisfaction

Similarly, H2 is supported ($\beta=0.244$; $T=3.589$; $P=0.000$), confirming that Trust acts as a fundamental psychological anchor. In the context of public licensing, citizens often feel vulnerable when sharing personal and business data. High trust indicates that residents perceive the government as reliable and transparent. This serves as a "perceptual filter" where a trusted institution is given more leeway in its service delivery, ultimately bolstering satisfaction. This mirrors findings by [Ndzabela et al. \(2025\)](#), who suggest that institutional trust is the "social currency" required to sustain modern administrative reforms.

Citizen Satisfaction has a positive effect on Service Usage Intention

Finally, H3 reveals the strongest relationship ($\beta=0.356$; $T=5.940$; $P=0.000$), confirming that Citizen Satisfaction is the primary catalyst for Service Usage Intention. Behaviorally, this suggests that the MPP has successfully converted a single administrative transaction into a long-term relationship. When citizens experience the empathy and efficiency of the "one-stop" model, their initial expectations are not only met but exceeded, fostering a desire for continued engagement. This aligns with the global consensus by [Ngo et al. \(2025\)](#) and [Bhattacharjee \(2001\)](#) that satisfaction is the critical psychological bridge between a performance cue and long-term behavioral persistence.

Conclusion

This study concludes that Citizen Satisfaction serves as a vital psychological mediator through which Service Quality and Trust influence Service Usage Intention within the integrated "one-stop" framework of the Boyolali Public Service Mall (MPP). The empirical evidence suggests that for the entrepreneurial community, the MPP represents a fundamental shift in governance transforming the administrative experience from a fragmented burden into a streamlined process. By centralizing 24 service agencies, the "one-stop" model effectively minimizes the "time-tax" and transaction costs that historically hindered business activities.

The findings confirm that when service delivery emphasizes speed and staff empathy, it acts as a powerful performance cue that aligns with citizens' initial expectations, leading to a state of positive confirmation. This

research contributes to behavioral science by illustrating that public trust is not static; it is actively shaped by the efficiency and reliability of government systems. As citizens experience the tangible benefits of reduced administrative burden, their satisfaction serves as a bridge to long-term behavioral persistence, reinforcing their intention to continue utilizing state-provided resources (Ngo et al., 2025; Nookhao & Kiattisin, 2023).

Practically, these insights suggest that local governments must move beyond technical accuracy and prioritize the human-centric dimensions of service namely speed, accessibility, and empathy. By respecting the citizen's time and fostering a transparent environment, the government can sustain a "satisfaction loop" that ensures the long-term success and legitimacy of public service innovations.

Research Limitations and Future Directions

Research Limitations

Despite the significant findings, this study acknowledges several limitations that should be considered when interpreting the results:

1. **Geographical and Contextual Constraints:** The research was localized specifically to the DPMPSTP and Public Service Mall (MPP) in Boyolali Regency. While the findings provide a robust model for integrated service evaluation, the localized nature of the sample may limit the generalizability of the results to other regions or countries with different administrative cultures, digital infrastructure, or citizen expectations regarding One-Stop Service (OSS) efficiency.
2. **Variable Scope:** Grounded in Expectancy Confirmation Theory (ECT), this study primarily focused on the psychological roles of Service Quality, Trust, and Satisfaction. However, other behavioral drivers such as digital literacy, perceived service convenience, or institutional transparency were not explored, which may also influence the "satisfaction loop" in integrated service environments.

Suggestions for Future Research

Based on these limitations, the following directions are suggested for future studies:

1. **Comparative and Cross-Regional Studies:** Future researchers should expand the geographical scope by conducting comparative studies across different regencies or provinces. This would help determine if the high value placed on time-efficiency and "one-stop" integration in Boyolali is consistent across diverse socio-economic and urban contexts, thereby validating the model's broader applicability.
2. **Integration of Additional Behavioral Variables:** To deepen the understanding of citizen behavior, future models should incorporate variables such as Word of Mouth (WOM), service awareness, or the impact of digital transformation on service usage intentions. Exploring these factors would provide a more comprehensive view of how institutional reputation and modern communication channels influence long-term behavioral persistence.

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