

# The Effect of Service Quality and Public Trust on Public Satisfaction with Agency Image as a Moderator Variable; Case Study at the Land Office Tebing Tinggi City

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## ABSTRACT

This research was conducted at the Tebing Tinggi City Land Office. The purpose of this research is service quality and public trust in public satisfaction and agency image at the Tebing Tinggi City Land Office and agency image can moderate the relationship between service quality and public trust. The research method is quantitative. The population in this study were people who applied for Land Services at the Tebing Tinggi City Land Office from January to December 2022 as many as 400 people and the sample calculation with Slovin obtained as many as 200 people and the sampling technique was simple random sampling. Data processing using SPSS version 25 was analyzed by multiple linear regression analysis. The results showed that the service quality variable on community satisfaction was 0.0000 ( $p < 0.05$ ), so service quality had an effect on community satisfaction at the Tebing Tinggi City Land Office. The significance value is 0.000 ( $p < 0.05$ ), it can be concluded that public trust has a significant effect on public satisfaction at the Tebing Tinggi City Land Office. The significance value of the service quality variable on the agency image is 0.015 ( $p < 0.05$ ), it can be concluded that service quality has an effect on the agency image variable. The significance value obtained is 0.000 ( $p < 0.05$ ), it can be concluded that public trust has a significant effect on the agency image variable and 0.020 ( $p < 0.05$ ), so the agency image has a significant effect on the public satisfaction variable. The interaction variable between

service quality and agency image is 0.000 ( $p < 0.05$ ), so the agency image is able to moderate the effect of service quality variables on community satisfaction variables at the Tebing Tinggi City Land Office. the interaction variable between service quality and agency image is 0.012 ( $p < 0.05$ ), so the agency image is able to moderate the effect of public trust variables on community satisfaction variables.

**Keywords:** Service Quality, Public Trust, Agency Image, Public Satisfaction

## INTRODUCTION

Advancing public welfare is one of the objectives of the Unitary State of the Republic of Indonesia (NKRI) which is clearly stated in the fourth paragraph of the Preamble of the Constitution (UUD) 1945. The presence of the state to realize the general welfare, one of which is through public services carried out by bodies or agencies formed by the state in accordance with their duties, principal and functions which are regulated by the rules and regulations in force in the Unitary State of the Republic of Indonesia (NKRI).

Public service is an activity or series of activities in order to fulfill service needs in accordance with laws and regulations for every citizen and resident for goods, services or administrative services provided by public service providers, namely every State organizing agency, corporation,

independent institution established under law for public service activities, and other legal entities established solely for public service activities. The implementation of public services has a basic service standard as a benchmark that is used as a reference for guidelines for service delivery and assessment of service quality as an obligation and promise of organizers to the community in the context of quality, fast, easy, affordable and measurable services. Public services are regulated in Law No. 25 of 2009 concerning Public Services, this arrangement is intended to provide legal certainty in the relationship between the public and organizers in public services.

Public service can be interpreted as serving the needs of people who have an interest in the agency in accordance with the main rules and procedures that have been determined. This provides an understanding that everything related to service should be carried out as well as possible so that the people who receive the service are satisfied with the service provided. Community satisfaction can be realized if the services provided are in accordance with the established service standards or better than the service standards to the community.

To increase public confidence from the aspect of the success of the service system is public satisfaction and is a very important factor in determining the success of the government, because the assessment of the community of users of a service product is a tangible manifestation of a service system. This is closely related to satisfaction with services that can increase the number of visitors to government agencies. If the number of visitors is increasing, the assumption is that the service is getting better (Hariany & Matondang, 2014).

Public satisfaction is the main factor that must be considered by providers of public service institutions, because public satisfaction will determine the success of the government in organizing public service institutions. The principle of community satisfaction in the service process by the government as a service provider is very

important because only by satisfactorily meeting the needs of the community, the existence of the government is recognized and gains legitimacy and trust from its people (Napitupulu, 2012). Public satisfaction is the main factor that must be considered by providers of public service institutions, because public satisfaction will determine the success of the government in organizing public service institutions.

Trust is a descriptive thought that a person holds about something. Trust arises from repeated perceptions, and learning and experience. Trust is a key variable in developing a strong desire to maintain a long-term relationship. To be able to maintain community loyalty to the services of a government agency, it does not only rely on the satisfaction felt by the community, but more than that, trust is a key intermediary in building successful relationship exchanges to build high community loyalty. Public trust is all the knowledge possessed by the public and all the conclusions that the public makes about objects, their attributes and benefits. Objects can be products, people, companies and everything where someone has beliefs and attitudes.

Agency image is one of the most important assets that should be continuously built and maintained. A good image is a powerful tool, not only to attract the public to use its services but also to improve public attitudes and satisfaction with Government Agencies.

Agency image is an object's impression of a government agency that is formed by processing information every time from various reliable sources of information. Agency image is the impression, feeling, image or perception of the public or consumers towards agencies or companies related to business names, architecture, product variations, traditions, ideologies and qualities that are deliberately created as a reflection of the identity of an agency or company. The image of the Agency is needed to influence the minds of the public through a combination of advertising, public relations, physical form, word-of-mouth,

and various actual experiences while getting services from Government Agencies.

The Ministry of Agrarian Affairs and Spatial Planning/National Land Agency is a ministry that has the task of organizing affairs in the field of agrarian/land and spatial planning in the government to assist the President in organizing the state government. The Ministry of Agrarian Affairs and Spatial Planning is under and responsible to the President.

In accordance with Presidential Regulation of the Republic of Indonesia Number 20 of 2015 on the National Land Agency, BPN has the task of carrying out government duties in the land sector in accordance with the provisions of laws and regulations. In carrying out its duties, BPN organizes functions: formulation and stipulation of policies in the field of land, formulation and implementation of policies in the field of survey, measurement, and mapping, formulation and implementation of policies in the field of land rights determination, land registration, and community empowerment, formulation and implementation of policies in the field of regulation, structuring and control of land policies, formulation and implementation of policies in the field of land acquisition, formulation and implementation of policies in the field of control and handling of land disputes and cases, supervision of the implementation of tasks within the BPN, implementation of task coordination, guidance, and provision of administrative support to all Agency units within the BPN, implementation of data management of sustainable food agricultural land information and information in the land sector, implementation of research and development in the land sector and implementation of human resource development in the land sector.

To carry out the duties and functions of BPN in the regions, BPN Regional Offices are established in provinces and Land Offices in districts/cities. The Tebing Tinggi City Land Office is a representative of the Ministry of Agrarian Affairs and

Spatial Planning / National Land Agency which is tasked with carrying out the duties and functions of the Ministry of Agrarian Affairs and Spatial Planning / National Land Agency in Tebing Tinggi City. The Tebing Tinggi City Land Office is located on Jalan K.L. Yos Sudarso, Tebing Tinggi City.

The services provided by the Tebing Tinggi City Land Office are carried out directly to the community both those who come directly to the Tebing Tinggi City Land Office and register applications through online services. For people who come directly to the Tebing Tinggi City Land Office, they will be served by counter officers who will serve all land service activities from registering applications to taking land service products when they are finished.

Field data collection is carried out during service working hours by surveying the community who are land service users with a total of 139 respondents in Quarter II. Data collection activities have been carried out in the period April to June 2022 and can be done by service users anywhere and anytime. To obtain accurate and objective data, it is necessary to ask the public about 8 (eight) of the 9 (nine) service elements that have been determined in the Regulation of the Minister of Administrative Reform and Bureaucratic Reform Number 14 of 2017 concerning Guidelines for Preparing Community Satisfaction Surveys for Public Service Delivery Units. As for the elements related to the competence of the implementer and the behavior of the implementer, they are replaced with other forms of questions, because several types of services surveyed have been web-based.

The implementation of the survey is carried out centrally by scanning the code or accessing a link with a unique code that has been determined by the Ministry of Agrarian Affairs and Spatial Planning / National Land Agency and has been loaded on the survey page managed by employees appointed as managers.

Filling out the questionnaire is done by filling in independently using the

smartphone of each service user respondent, by scanning the barcode or link with a unique code that has been determined and has been affixed in the Tebing Tinggi City Land Office service area.

The data on the results of the Community Satisfaction Index (IKM) and Corruption Perception Index (CPI) on the Public

Information Services of the Tebing Tinggi City Land Office in the fourth quarter of 2021 were processed online by the Tebing Tinggi City Land Office IKM / IPK management team with a total of 101 respondents to the IKM / IPK Survey as of December 20, 2021. The results of the survey include:

Table 1.1 Community Satisfaction Index (IKM)

No	Variable	October				November				December			
		SB	B	KB	TB	SB	B	KB	TB	SB	B	KB	TB
1	Information	39	3	0	0	34	5	0	1	51	5	0	1
2	requirements	38	3	1	0	36	3	0	1	48	8	0	1
3	procedures	39	2	1	0	34	5	0	1	52	4	1	0
4	Completion Time	36	5	1	0	33	5	1	1	49	7	0	1
5	fee	36	5	1	0	35	4	0	1	52	5	0	0
6	Infrastructure Facilities	40	1	1	0	33	6	0	1	51	4	1	1
7	Response	39	2	1	0	35	4	0	1	52	5	0	0
8	Consultation and Complaints	38	3	1	0	34	5	0	1	49	7	0	1
Public Satisfaction Index		18,08/20				18,11/20				18,37/20			
Total Respondents		90				95				101			

Source: Research Data, 2021

The table and above show an overview of the IKM recapitulation of the Tebing Tinggi City Land Office Public Information Services in the fourth quarter of 2021. The eight points assessed by respondents are elements of public services, based on Permen PANRB No. 14 of 2017.

Notes:

- SB : Very Good
- B : Good

- KB : Less Good
- TB : Not Good

The Community Satisfaction Survey value is calculated using the "weighted average value" of each service element. In calculating the Community Satisfaction Survey on the 8 service elements studied, each service element has the same weight where the survey value used is the value in the last month, as follows:

Table 1.2 Index Value per Service Element in Quarter IV

No.	Element of Service	Index Values	Per Element Perception Score
1.	Information	18,58	3,48
2.	Requirements	18,32	3,22
3.	Procedure	18,68	3,48
4.	Completion Time	18,17	3,27
5.	Fee	18,74	3,54
6.	Infrastructure Facilities	18,53	3,23
7.	Response	18,74	3,54
8.	Consultation and Complaints	18,47	3,27
Index Value		18,57	3,77

Source: Research Data, 2021

Then the Community Satisfaction Survey Score is 3.77.

- a. Thus, the value of the Community Satisfaction Survey for the service unit can be summarized as follows:
- b. SKM score after conversion = Survey Score x Base Score = 3,77 x 25 = 94,25
- c. Service quality A.

d. Service unit performance is "very good"

Based on the survey results which include the quality of service consisting of 8 service elements, there is the lowest value of the evaluation given by the community in the Community Satisfaction Index, namely the index value of 18.17 for the Settlement Time element in November 2021. The

lowest score shows the proportion of 18.17% of the total respondents who voted unfavorably on the Settlement Time, while 81.83% of respondents gave good statements. Although the proportion of unsatisfied percentage is 18.1%, it still needs to be improved in providing services at the Tebing Tinggi City Land Office.

Although based on the Community Satisfaction Survey that has been carried out by the Tebing Tinggi City Land Office the results are very good, it cannot be denied that the image of the Ministry of Agrarian Affairs and Spatial Planning / BPN in general is still not good. This can be seen from the news in the media about the many complaints about the services provided by the Ministry of Agrarian Affairs and Spatial Planning / BPN. The image of the Ministry of Agrarian Affairs and Spatial Planning / BPN is further exacerbated by the news that is currently hot about the case of the Land Mafia working with individuals in the Ministry of Agrarian Affairs and Spatial Planning / BPN. Cases involving the public, such as multiple certificates and the certificate of Dino Patti Djalal's mother's house, have added to public distrust and the poor image of the Ministry of Agrarian Affairs and Spatial Planning / BPN. For this reason, we want to explore more deeply the relationship between Service Quality, Public Trust, and Agency Image to Public Satisfaction through research with the title: The Effect of Service Quality and Public Trust on Public Satisfaction with Agency Image as a Moderator Variable case study at the Tebing Tinggi City Land Office.

## MATERIALS & METHODS

### Multiple Linear Regression Analysis

According to Ghozali (2018: 8), multiple linear regression analysis is used for more than one independent variable (metric) on one dependent variable. This research data analysis technique uses multiple linear regression with the multiple regression model used is as follows.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

To test the moderating variable in influencing the independent variable (X) on the dependent variable (Y), the moderator puree is used. The second regression equation used is as follows

$$Z = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y = Public Satisfaction

Z = Agency image

$\beta_1$  = Service Quality

$\beta_2$  = Public Trust

a = Constanta

$\beta_{1,2}$  = Regression Coefficient ( $X_1$ ,

$X_2$ )

e = Standard Error

### Coefficient of Determination

According to Ghozali (2018: 95), the coefficient of determination essentially measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination is between zero and one. A small coefficient of determination means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. In general, the coefficient of determination for crosssection data is relatively low due to the large variation between each observation, while for time series data, it usually has a high coefficient of determination. The fundamental weakness of using the coefficient of determination is that it is sensitive to the number of independent variables included in the model. For every additional independent variable, the coefficient of determination increases regardless of whether the variable has a significant effect on the dependent variable. Therefore, many researchers recommend using the adjusted R<sup>2</sup> value when evaluating which is the best regression model. Unlike R<sup>2</sup>, the adjusted R<sup>2</sup> value can increase or decrease if one independent variable is added to the model.

## RESULT

### Analysis of Multiple Linear Regression

Table 1.3 Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	11.464	2.310		4.964	.000
Quality of Service	.467	.065	.439	7.210	.000
Trust	0.922	.476	.246	4.039	.000

Dependent Variable: Public satisfaction

From the test results, a research model can be compiled with the regression equation as follows:

$$Y = 11,464 + 0,467 X1 + 1.922 X2$$

The multiple regression equation model is meaningful:

1. The constant value is 11.464, which means that if the variables of service quality and public trust are equal to zero, then community satisfaction is 11.464.
2. The regression coefficient value of service quality of 0.467 indicates that if service quality increases by 100%, it will increase community satisfaction by 46.7%. The magnitude of the effect of service quality on community satisfaction is 43.9% (the result of multiplying the Beta and Zero-order values), which means that the contribution of service quality to community satisfaction is 43.9% as a result of the indicators of the service quality variable (X1) and beyond that it is likely to be influenced by variables

not included in this study. This can be seen from the standardized coefficients value in table 1.3.

3. The regression coefficient value X2 = 0.922 shows that if public trust increases by 100%, it will increase public satisfaction by 92.2%. The magnitude of the effect of community trust on community satisfaction is 24.6% (the result of multiplying the Beta and Zero-order values), which means that the contribution of community trust to community satisfaction is 17.1% as a result of indicators of the community trust variable (X2) and beyond that it is likely to be influenced by variables not included in this study. This can be seen from the standardized coefficients value in table 1.3.

Furthermore, when viewed from the significance value, it can be interpreted that service quality (0.000) and public trust (0.000) have a significant influence on community satisfaction. ( $p < 0,05$ ).

### Hypothesis Test

Table 1.4 Hypothesis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	11.464	2.310		4.964	.000
Quality of Service	.467	.065	.439	7.210	.000
Trust	0.922	.476	.246	4.039	.000

Dependent Variable: Public satisfaction

1. It is known that the significance value of the service quality variable on community satisfaction is 0.0000 ( $p < 0,05$ ), it can be concluded that the first hypothesis (H1) is accepted, which means that service quality affects community satisfaction at the Tebing Tinggi City Land Office.
2. It is known that the significance value of the public trust variable on community satisfaction is 0.000 ( $p < 0,05$ ), it can be concluded that the second hypothesis (H2) is accepted, which means that

public trust has a significant effect on community satisfaction at the Tebing Tinggi City Land Office.

Table 1.5 Moderation Test Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Service Quality * Public Satisfaction					
Service Quality * Agency Image	.303	.013	.006	2.234	.015
Trust* Institution Citrant	.605	.017	.947	35.499	.000
Agency Image	.372	.159	.167	2.347	.020
Service Quality * Agency Image	.386	.072	.363	5.348	.000
Trust * Agency Image	1.373	.154	.176	2.543	.012

a. Dependent Variable: Public Satisfaction

- The results of the moderation test can be interpreted as follows:
- It is known that the significance value of the service quality variable on the agency image is 0.015 ( $p < 0.05$ ), it can be concluded that the third hypothesis (H3) is accepted, which means that service quality affects the agency image variable at the Tebing Tinggi City Land Office.
- It is known that the significance value of the public trust variable on the agency image is 0.000 ( $p < 0.05$ ), it can be concluded that the fourth hypothesis (H4) is accepted, which means that public trust has a significant effect on the agency image variable at the Tebing Tinggi City Land Office.
- It is known that the significance value of the agency image variable on public satisfaction is 0.020 ( $p < 0.05$ ), it can be concluded that the fifth hypothesis (H5) is accepted, which means that the agency image has a significant effect on the public satisfaction variable at the Tebing Tinggi City Land Office.
- It is known that the significance value of the interaction variable between service quality and agency image is 0.000 ( $p < 0.05$ ), it can be concluded that the sixth hypothesis (H6) is accepted, which means that the agency image is able to moderate the effect of service quality variables on community satisfaction variables at the Tebing Tinggi City Land Office.
- It is known that the significance value of the interaction variable between service quality and agency image is 0.012 ( $p < 0.05$ ), it can be concluded that the seventh hypothesis (H7) is accepted, which means that the agency image is able to moderate the influence of the public trust variable on the public satisfaction variable at the Tebing Tinggi City Land Office.

Table 1.6 Results of the Coefficient of Determination

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
dimension0	1	.530 <sup>a</sup>	.281	.273	9.71482
a. Predictors: (Constant), Trust, Service Quality					
b. Dependent Variable: Public Satisfaction					

It is known that the R square value is 0.281 and it can be concluded that service quality and public trust are able to explain community satisfaction by 28.1%. Meanwhile, 71.9% is explained by other independent variables that are not included in this study.

Table 1.7 Results of the Coefficient of Determination

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
dimension0	1	.944 <sup>a</sup>	.891	.890	1.696
a. Predictors: (Constant), Trust, Service Quality					
b. Dependent Variable: Agency Image					

It is known that the R square value is 0.890 and it can be concluded that service quality and public trust are able to explain the agency's image by 89%. While 11% is explained by other independent variables that are not included in this study.

## **DISCUSSION**

### **Effect of Service Quality on Community Satisfaction**

The results showed that there was a significant effect of Service Quality on Community Satisfaction at the Tebing Tinggi City Land Office. These results are in line with the research of Andra Miranthi and Idris (2017) who found that there is an important role of Service Quality on Community Satisfaction.

Hariany & Matondang's research (2014) argues that to increase public confidence from the aspect of the success of the service system is public satisfaction and is a very important factor in determining the success of the government, because the assessment of the community of users of a service product is a tangible manifestation of a service system. This is closely related to satisfaction with services that can increase the number of visitors to government agencies. If the number of visitors is increasing, then the assumption is that the service is getting better (Hariany & Matondang, 2014).

### **The Effect of Public Trust on Public Satisfaction**

From the results of the study, it shows that there is a significant influence of Public Trust on Public Satisfaction at the Tebing Tinggi City Land Office. These results are in line with zhari's research (2022) which found that there is an important role of Service Quality on Community Satisfaction. The principle of community satisfaction in the service process by the government as a service provider is very important because only by satisfactorily meeting the needs of the community, the existence of the government is recognized and gains legitimacy and trust from its people

(Napitupulu, 2012). Trust is a descriptive thought that a person holds about something. Trust arises from repeated perceptions, and learning and experience. Trust is a key variable in developing a strong desire to maintain a long-term relationship. To be able to maintain community loyalty to the services of a government agency, it does not only rely on the satisfaction felt by the community, but more than that, trust is a key intermediary in building successful relationship exchanges to build high community loyalty. Public trust is all the knowledge possessed by the public and all the conclusions that the public makes about objects, their attributes and benefits. Objects can be products, people, companies and everything where someone has beliefs and attitudes.

### **Effect of Service Quality on Agency Image**

The results showed that Service Quality has no effect on Agency Image at the Tebing Tinggi City Land Office. According to Kotler (2012) image is the public preparing (thinking about) the company or its products. Meanwhile, identity is the various ways that companies are directed to identify themselves and position themselves or their products. The company designs an identity or positioning to form a public image of the company or its products. In creating a good image, the company always improves the quality of the company itself, both from the services and products produced.

### **The Effect of Public Trust on Agency Image**

The results showed that there was a significant influence of Public Trust on Public Satisfaction at the Tebing Tinggi City Land Office. The trust generated between the community and the company's image is the center of forming a mutually beneficial relationship that leads to community satisfaction and loyalty. The good and bad of a company's image can be influenced by people's past experiences, someone's recommendation, media coverage



about the company, and the company's public relations. High public trust is indicated by the tendency to rely on trusted parties and the belief that the company will do things that have a positive impact and not act negatively. Trust can occur due to a process based on experiences that have been experienced while using certain products. Therefore, the company must continuously develop service and product quality to gain the trust of the community. Companies develop services according to the needs of the community. Public demand for satisfactory service and quality products can create a good company image so that trust can be given by the community. From some of the explanations above, company image and trust are two things that both companies must achieve. These two things are interconnected and support each other. Therefore, it is hoped that the company can provide quality services and products that will make the company's image high and gain public trust.

### **The Effect of Agency Image on Community Satisfaction**

The results showed that there was a significant effect of Agency Image on Community Satisfaction at the Tebing Tinggi City Land Office. Tests on company image on community satisfaction show that company image has a positive and significant effect on community satisfaction. The corporate image attached to the community is a perception of a company in the minds of the community related to commitment and intensity of concern in communication strategies. A higher company image in the minds of the community can increase satisfaction. The results of this study are in accordance with research conducted by Pradipta (2012), Haerudin (2013) and Nan and Bih (2007), which state that subjective company image has a positive and significant effect on community satisfaction. So it can be concluded that the higher the positive company image in the minds of the

community, the higher customer satisfaction will be.

### **The Effect of Agency Image Moderates Service Quality on Community Satisfaction**

The results showed that Agency Image was able to moderate service quality on Community Satisfaction at the Tebing Tinggi City Land Office. With an increase in the image of a good agency, it can create better service quality, causing higher community satisfaction. Providing services to the community is actually an implication of the function of the state apparatus as a public servant. Service is an important factor for all public service institutions in Indonesia in order to realize good service quality in order to get public satisfaction and trust and the survival of the institution. Public satisfaction is the main factor that must be considered by providers of public service institutions, because public satisfaction will determine the success of the government in organizing public service institutions. The principle of community satisfaction in the service process by the government as a service provider is very important because only by satisfactorily meeting the needs of the community, the existence of the government is recognized and gains legitimacy and trust from its people (Napitupulu, 2012).

### **The Effect of Agency Image Moderates Public Trust on Public Satisfaction**

The results showed that Agency Image was able to moderate public trust on Public Satisfaction at the Tebing Tinggi City Land Office. The results of this study are in accordance with research conducted by Pradipta (2012), the company's image attached to the community is a perception of a company in the minds of the community related to commitment and intensity of concern in communication strategies. A higher company image helps create public trust so that it can increase satisfaction.

## CONCLUSION

Service Quality has a significant effect on Community Satisfaction at the Tebing Tinggi City Land Office. Public Trust has a significant effect on Public Satisfaction at the Tebing Tinggi City Land Office. Service Quality has a significant effect on Agency Image at the Tebing Tinggi City Land Office. Public Trust has a significant effect on Agency Image at the Tebing Tinggi City Land Office. Agency Image has a significant effect on Community Satisfaction at the Tebing Tinggi City Land Office. Agency Image is able to moderate Service Quality on Community Satisfaction at the Tebing Tinggi City Land Office. Agency Image is able to moderate Public Trust on Public Satisfaction at the Tebing Tinggi City Land Office.

### *Declaration by Authors*

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