

THE EFFECT OF CALL CENTER 110 SERVICE QUALITY ON PUBLIC SATISFACTION IN WEST TULANG BAWANG REGENCY

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Abstract

This study examines the effect of service quality delivered through the Indonesian National Police Call Center 110 on public satisfaction in West Tulang Bawang Regency. The research was motivated by variations in response speed, completion time, facility adequacy, and officer responsiveness reported by service users. An explanatory quantitative survey was conducted among 100 household heads selected through simple random sampling across nine districts. Data were collected using two ten-item Likert instruments measuring service quality and public satisfaction. All items were valid; Cronbach's alpha values were 0.900 for service quality and 0.928 for public satisfaction. Descriptive results placed service quality at 72.68% and public satisfaction at 73.90%, both in the agree category. Simple linear regression produced $Y = 23.277 + 0.376X$, with $R = 0.425$ and $R^2 = 0.181$. The service-quality coefficient was positive and statistically significant ($t = 4.652$; $p < 0.001$). The findings indicate that better operator conduct, competence, communication, responsiveness, confidentiality, facilities, and service accuracy increase public satisfaction. Improvements should prioritize fast and precise responses and fair treatment for every caller.

Keywords: Call Center; Police Services; Public Satisfaction; Service Quality; West Tulang Bawang

INTRODUCTION

Public service is the organized provision of goods, services, and administrative assistance required by citizens under applicable regulations. For a police institution, service quality is especially important because citizens frequently contact the organization when they face urgent, uncertain, or threatening situations. A service encounter that is fast, accurate, respectful, and accountable can strengthen trust in the police, whereas delay, unclear communication, or inconsistent follow-up may intensify anxiety and dissatisfaction. The quality of an emergency communication channel therefore has operational, managerial, and social consequences.

Call Center 110 is a public-service innovation that enables citizens to report crime, disturbances to public order, traffic problems, and other emergencies through a single number. Incoming information is received by an operator, identified, recorded, and forwarded to the nearest authorized unit for action. In this process, response speed is only one part of quality. Citizens also evaluate the officer's courtesy, communication, competence, confidentiality, understanding of needs, ability to provide assurance, and consistency in monitoring a report until it is completed. These attributes shape whether the caller perceives the service as dependable and satisfactory.

The West Tulang Bawang Resort Police has continued to promote Call Center 110 through billboards, social media, mass media, schools, and community gatherings. Administrative records show that utilization fluctuated between 2022 and 2026, while the average waiting time generally remained between three and six seconds. Across the five reported periods, 2,406 of 2,621 incoming calls were handled, indicating that the service processed most calls but still left a meaningful number unanswered. The 2026 figure represents the period available at the time of the study and should therefore be read as a partial-year observation (West Tulang Bawang Resort Police, 2026).

Table 1. Call Center 110 Activity at the West Tulang Bawang Resort Police

Year	Incoming Calls	Handled	Not Handled	Average Waiting Time (seconds)
2022	415	377	38	5
2023	637	592	45	6
2024	588	537	51	3
2025	667	601	66	4
2026*	314	299	15	3

Source: West Tulang Bawang Resort Police (2026). *Data available during the study period.

Preliminary complaint data revealed a mixed service experience. Of 100 public responses, 45 classified service speed as moderate and 20 as slow; 50 classified completion timeliness as moderate; 25 viewed facilities as inadequate; and 25 considered officer responsiveness inadequate. Field observations also identified occasional network congestion, system downtime, and uneven operator competence in processing requests or complaints. These conditions create a practical gap between the accessibility promised by a national emergency number and the quality actually experienced by callers at the local level.

Public satisfaction provides a central outcome for evaluating this gap. Satisfaction emerges when perceived performance is compared with prior expectations. Performance below expectations produces disappointment, performance that meets expectations produces satisfaction, and performance above expectations produces high satisfaction (Kotler, 2022; Supranto, 2022). In a police call-center context, the comparison can occur within minutes: citizens expect their call to be answered, their information to be understood, and the reported problem to receive a timely and appropriate response. Each stage contributes to the overall evaluation of the institution.

Although service quality and satisfaction have been widely examined in commercial, educational, transportation, and administrative settings, district-level evidence concerning an Indonesian police emergency call center remains limited. This study addresses that contextual gap by testing whether the quality of Call Center 110 service influences public satisfaction in West Tulang Bawang Regency. The study has three contributions. First, it converts local operational problems into measurable service-quality indicators. Second, it identifies the aspects of the service that receive the strongest and weakest evaluations. Third, it estimates the magnitude and statistical significance of the relationship between service quality and public satisfaction. The research question is: Does Call Center 110 service quality have a positive and significant effect on public satisfaction?

LITERATURE REVIEW

Service Quality in Public and Emergency Services

Service quality refers to the degree of excellence expected by users and the organization's ability to control service performance so that user needs are fulfilled (Arief, 2021). The concept emphasizes an evaluative comparison: users do not judge quality only from formal procedures or internal standards, but from what they perceive during the actual service encounter. Tjiptono (2021) similarly explains that quality is reflected in an organization's ability to provide consistent performance that meets or exceeds expectations. In public organizations, this interpretation is important because citizens often have limited alternatives and evaluate not merely a transaction but the responsiveness and legitimacy of government itself.

The expected-service and perceived-service framework clarifies why the same operational result may be evaluated differently. Expected service is shaped by previous experience, information from relatives, institutional communication, and the urgency of the citizen's problem. Perceived service is formed by what the citizen actually experiences. When perceived performance exceeds expectations, the service is viewed as excellent; when it falls short, quality is viewed as poor (Kotler & Keller, 2020). For an emergency call center, expectations are normally high because the service is associated with personal safety, crime prevention, and immediate assistance. Delay or vague communication therefore has a stronger negative meaning than it might in a routine administrative service.

Service quality also depends on organizational capability. Moenir (2021) stresses appropriate conduct, clear communication, reliable procedures, and service facilities as fundamental conditions for satisfying public users. Kasmir (2023) highlights the availability of good employees, adequate facilities, responsibility toward users, speed and accuracy, communication skills, confidentiality, competence, understanding of user needs, and the ability to create trust. These attributes are directly relevant to Call Center 110 because the operator must translate limited verbal information into an actionable report while keeping the caller calm and protecting sensitive information.

In this study, service quality is treated as a multidimensional but unified construct. The personnel dimension includes friendliness, courtesy, responsibility, communication, competence, knowledge, responsiveness, and trustworthiness. The process dimension includes the ability to provide service from beginning to end, respond quickly and accurately, and ensure confidentiality. The tangible-support dimension includes the availability of supporting facilities. Although the primary interaction occurs by telephone, the broader service system also involves the police office, dispatch infrastructure, waiting areas for follow-up, and technical resources that support the operator's work.

Digital access can reduce distance and enable citizens to contact the police at any time, yet accessibility is not identical to quality. A number may be easy to remember, but network failure, busy lines, insufficient staffing, or inadequate operator competence can still prevent citizens from receiving useful assistance. Service-quality management must therefore integrate technology, human resources, work procedures, supervision, and feedback. From a management perspective, the purpose is not simply to answer calls, but to create a reliable chain from initial contact to field follow-up and closure.

Public Satisfaction

Public satisfaction is the feeling of pleasure or disappointment that results from comparing perceived performance with expectations (Kotler, 2022; Supranto, 2022). It is an outcome of both technical performance and the way the service is delivered. Citizens may receive a correct solution but remain dissatisfied if they are treated unfairly, kept uninformed, or required to repeat information. Conversely, respectful communication and clear explanations can improve the experience even when the reported problem requires time to resolve. Satisfaction thus summarizes the user's cognitive and emotional assessment of the entire service encounter.

Lupiyoadi (2022) identifies perceived service quality as a principal determinant of satisfaction and recommends narrowing the gap between management and users, building an organizational commitment to process improvement, creating channels for suggestions and complaints, and developing services according to public expectations. Rangkuti (2023) likewise emphasizes the need to measure satisfaction systematically because general impressions may conceal specific weaknesses. The measurement used in this study covers special treatment, fairness, conformity with expectations, timeliness, procedural appropriateness, consistency, and the aesthetics or adequacy of supporting facilities.

Relationship Between Service Quality and Satisfaction

The theoretical relationship is straightforward: better service-quality attributes improve the probability that perceived performance will meet or exceed expectations. Friendly and competent officers reduce uncertainty; prompt and accurate responses demonstrate reliability; confidentiality and fair treatment create psychological security; and adequate facilities support a professional service process. Consequently, an increase in service quality should lead to an increase in public satisfaction. However, the size of the relationship may vary because satisfaction is also affected by the seriousness of the incident, the final field outcome, prior trust in the police, network conditions, demographic characteristics, and expectations that are outside the operator's control.

Previous studies support the expected positive direction across different sectors. Alam and Santika (2019) found that academic service dimensions were generally rated good and contributed to student satisfaction. Hendriana and Irawan (2024) reported a strong relationship between service quality and customer satisfaction, with service quality explaining 45.8% of the variance in their workshop setting. Saputra et al. (2024) found positive and significant effects of service quality, price perception, and product quality on railway-service satisfaction. Sitompul and Gultom (2025) showed that service quality and price jointly improved restaurant customer satisfaction, while Sinipat and Pradana (2025) found that service innovation and service quality significantly affected satisfaction with a mobile population-administration service. Cristiana et al. (2025) additionally demonstrated that ease of access and transaction security supported customer loyalty in mobile banking.

These studies establish the broader relevance of service quality, yet most concern commercial or routine administrative services. The present study extends the relationship to an emergency-oriented police service, where urgency, security, and public accountability are more prominent. The conceptual model positions Call Center 110 service quality as the independent variable (X) and public satisfaction as the dependent variable (Y).

Figure 1. Conceptual Relationship

Call Center 110 Service Quality (X)

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Public Satisfaction (Y)

Hypothesis: Call Center 110 service quality has a positive and significant effect on public satisfaction in West Tulang Bawang Regency.

METHOD

Research Design and Setting

The study used an explanatory survey with a quantitative approach. This design was selected because the research sought not only to describe the empirical condition of service quality and satisfaction but also to test a causal association between the two variables. Survey research collects standardized information from a sample and uses statistical analysis to draw conclusions about the population (Singarimbun & Effendi, 2023). Fieldwork was conducted from May to July 2026 at the West Tulang Bawang Resort Police and in communities across West Tulang Bawang Regency, Lampung Province.

Population and Sample

The unit of analysis was the household head representing a household in West Tulang Bawang Regency. A sample of 100 respondents was determined using the Slovin formula with a 10% tolerated sampling error. Respondents were selected through simple random sampling, and the sample was proportionally distributed across nine districts: Tulang Bawang Tengah, Tumijajar, Gunung Agung, Tulang Bawang Udik, Way Kenanga, Lambu Kibang, Gunung Terang, Batu Putih, and Pagar Dewa. Simple random sampling was intended to give each eligible household an equal opportunity for selection.

Variables and Measurement

The independent variable was Call Center 110 service quality (X), defined as the level of service excellence and organizational control used to fulfill public needs (Arief, 2021). The dependent variable was public satisfaction (Y), defined as the respondent's feeling after comparing perceived performance with expectations (Supranto, 2022). Both variables were measured with ten statements on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The indicators were adapted to the police-service context and are summarized in Table 2.

Table 2. Operationalization of Research Variables

Variable	Dimensions / Indicators	Items
Service Quality (X)	Good personnel; adequate facilities; responsibility; fast and accurate service; communication; confidentiality; competence and knowledge; understanding needs; responsiveness; trust	10
Public Satisfaction (Y)	Special treatment; fairness; conformity with expectations; timeliness; procedural appropriateness; consistency; aesthetics and facility adequacy	10

Source: Adapted from Kasmir (2023) and Supranto (2022).

The service-quality instrument asked respondents to evaluate officer friendliness and courtesy, the availability of supporting facilities, responsibility from the beginning to the end of the service, speed and accuracy, communication, confidentiality, competence, knowledge of the Call Center 110 system, responsiveness to caller needs, and the ability to create trust. The satisfaction instrument evaluated special and fair treatment, whether the service met expectations, timeliness, conformity with procedures, consistency across encounters, the condition of the service environment, and the adequacy of seating or other facilities used during follow-up.

Data Collection and Instrument Testing

Primary data were obtained through direct questionnaires distributed to the selected respondents. Observation was conducted at the West Tulang Bawang Resort Police to understand the service process and supporting conditions. Documentation was used to collect operational call records and complaint information, while a literature review supplied the theoretical and empirical basis for the study. Questionnaire scores were coded and processed using SPSS 22 for Windows. Construct validity was assessed by comparing the corrected item-total correlation for each statement with the critical value of 0.195 at $n = 100$. An item was retained when its calculated correlation exceeded the critical value. Reliability was assessed with Cronbach's alpha. Following the research

criteria, a scale was considered reliable when its alpha coefficient indicated strong internal consistency. Table 3 shows that all items met the validity criterion and both scales had very high reliability.

Table 3. Instrument Validity and Reliability

Scale	Number of Items	Corrected Item-Total Correlation	Critical r	Cronbach's Alpha	Decision
Service Quality	10	0.487–0.755	0.195	0.900	Valid and reliable
Public Satisfaction	10	0.609–0.809	0.195	0.928	Valid and reliable

Source: Processed research data (2026).

Data Analysis

Descriptive analysis was used to calculate frequencies, percentages, real scores, maximum scores, and category classifications for each variable. Inferential analysis used simple linear regression to estimate the effect of service quality on public satisfaction. The model was specified as $Y = a + bX + e$, where Y represents public satisfaction, a is the constant, b is the service-quality regression coefficient, X is service quality, and e is the residual term. The coefficient of determination (R^2) was used to determine the proportion of variation in satisfaction associated with service quality.

The hypothesis was tested with a t-test at a 5% significance level. The null hypothesis stated that service quality had no significant effect on public satisfaction, while the alternative hypothesis stated that the effect was positive and significant. The alternative hypothesis was accepted when the calculated t-value exceeded the critical t-value and the probability value was below 0.05. The critical t-value reported for the analysis was 1.985.

The analysis focused on the statistical relationship reported in the thesis dataset. Because only one independent variable was included, R^2 should not be interpreted as a complete explanation of satisfaction. Rather, it indicates the contribution of service quality within a broader set of possible influences, such as incident severity, response outcomes in the field, prior institutional trust, network reliability, and individual expectations.

RESULTS AND DISCUSSION

Respondent Profile

All 100 respondents were male because the survey unit was the household head recorded in the sampling frame. The largest age group was 31–40 years (31%), followed by 21–30 years (24%) and 41–50 years (21%). Educational backgrounds were diverse: 28% had completed senior high school, 22% junior high school, 16% a bachelor's degree, 11% primary school, 10% a diploma, 7% a master's degree, and 6% had not completed primary school. This distribution suggests that the service was evaluated by respondents with varied educational experience, although the all-male composition limits representation of women's experiences.

Table 4. Profile of Survey Respondents (n = 100)

Characteristic	Category	Frequency	Percentage
Sex	Male	100	100%
Age	21–30 years	24	24%
	31–40 years	31	31%
	41–50 years	21	21%
	51–60 years	19	19%
	≥61 years	5	5%
Education	Below primary school	6	6%
	Primary school	11	11%
	Junior high school	22	22%
	Senior high school	28	28%
	Diploma	10	10%
	Bachelor's degree	16	16%

Characteristic	Category	Frequency	Percentage
	Master's degree	7	7%

Source: Processed research data (2026).

Descriptive Evaluation of Service Quality

The distribution of total service-quality scores showed that 24% of respondents strongly agreed that the service was of high quality, 47% agreed, 27% were neutral, and 2% disagreed. No respondent fell into the strongly disagree category. The aggregate real score was 363.4 of a possible 500, equivalent to 72.68%, and was classified in the agree category. The result indicates that the public generally recognized positive service attributes but did not evaluate the service as uniformly excellent.

The strongest item was officer friendliness, courtesy, and personal presentation, which reached 83.40%. Good operator conduct is important because callers may be distressed and need calm, respectful interaction. The next strong indicators included officer competence (79.20%), communication (77.40%), knowledge of the system (76.20%), and responsiveness to caller needs (73.20%). These findings show that respondents generally trusted the interpersonal and professional abilities of the officers.

The weakest service-quality item was the ability to provide service quickly and accurately, which received 54.60% and was classified as neutral. This is a crucial finding because speed and accuracy are central to an emergency call center. Supporting facilities received 72.60%, responsibility from the beginning to the end of the service received 68.00%, confidentiality received 70.80%, and the ability to create trust received 71.40%. The item pattern suggests that the principal improvement need is not basic courtesy but operational execution: rapid call handling, precise information processing, dispatch coordination, and consistent closure of reports.

Descriptive Evaluation of Public Satisfaction

Public satisfaction was also generally positive. Twenty percent of respondents were in the strongly agree category, 53% agreed, and 27% were neutral. No respondent was classified as dissatisfied or strongly dissatisfied based on the total score. The average real score was 369.5 of a possible 500, equivalent to 73.90%, which placed satisfaction in the agree category. The similarity between the service-quality and satisfaction percentages provides an initial descriptive indication that the two constructs move in the same direction.

Table 5. Selected Item-Level Results for Service Quality and Public Satisfaction

Variable	Indicator	Real Score	Maximum	Percentage	Category
Service Quality	Officers are friendly, polite, and presentable	417	500	83.40%	Agree
Service Quality	Officers provide fast and accurate service	273	500	54.60%	Neutral
Service Quality	Officers have good competence	396	500	79.20%	Agree
Service Quality	Officers respond to callers' needs	366	500	73.20%	Agree
Satisfaction	Service meets the respondent's expectations	396	500	79.20%	Agree
Satisfaction	Service is delivered on time	387	500	77.40%	Agree
Satisfaction	Respondents receive fair treatment	269	500	53.80%	Neutral
Satisfaction	Officer performance is consistent	390	500	78.00%	Agree

Source: Processed research data (2026).

The strongest satisfaction item was the perception that the service met the respondent's expectations (79.20%). Consistency and special treatment each received 78.00%, timeliness received 77.40%, procedural appropriateness received 77.20%, and the adequacy of waiting facilities received 75.60%. The weakest item was fair treatment, at 53.80% and in the neutral category. This indicates that some respondents were uncertain whether every citizen received equal attention regardless of social status or personal background.

Taken together, the descriptive results reveal two priority gaps: fast and accurate service and visibly fair treatment. Both gaps are managerially actionable. Speed and accuracy can be improved through staffing, scripts, routing rules, technical reliability, dispatch coordination, and performance monitoring. Fairness can be improved

through standardized greeting and verification procedures, equal prioritization based on incident urgency, transparent explanations, call recording, complaint review, and supervisory feedback.

Regression and Hypothesis Testing

Simple linear regression was used to estimate the effect of Call Center 110 service quality on public satisfaction. The analysis produced a constant of 23.277 and a service-quality coefficient of 0.376. The standardized coefficient was 0.425, and the calculated t-value was 4.652 with an SPSS significance value of 0.000, which is conventionally reported as $p < 0.001$. The complete model statistics are presented in Table 6.

Table 6. Simple Linear Regression Results

Predictor	B	Std. Error	Beta	t	p-value
Constant	23.277	2.971	—	7.836	<0.001
Service Quality	0.376	0.081	0.425	4.652	<0.001

Source: SPSS output processed from the 2026 survey data. Dependent variable: Public Satisfaction.

The estimated equation is $Y = 23.277 + 0.376X$. The positive coefficient means that a one-point increase in the service-quality score is associated with a predicted 0.376-point increase in the public-satisfaction score. The constant represents the predicted satisfaction score when the service-quality score is zero; because zero is outside the practical range of the ten-item Likert scale, the constant is primarily a mathematical component of the fitted line rather than a substantive service condition.

Table 7. Model Summary and Hypothesis Decision

R	R ²	Adjusted R ²	Std. Error of Estimate	Critical t	Decision
0.425	0.181	0.173	4.299	1.985	H ₀ rejected; H ₁ accepted

Source: Processed research data (2026).

The correlation coefficient of 0.425 indicates a positive relationship of moderate magnitude. The coefficient of determination of 0.181 means that 18.1% of the observed variation in public satisfaction was associated with service quality in this single-predictor model. The remaining 81.9% was related to other influences and random variation not represented by the model. The adjusted R² of 0.173 provides a slightly more conservative estimate after accounting for model complexity.

The calculated t-value of 4.652 exceeded the critical value of 1.985, and the probability was below 0.05. The null hypothesis was therefore rejected and the research hypothesis was accepted. Call Center 110 service quality had a positive and statistically significant effect on public satisfaction in West Tulang Bawang Regency. The result supports the proposition that improvements in operator behavior, competence, communication, responsiveness, confidentiality, supporting facilities, and service accuracy are likely to improve the way citizens evaluate the police service.

Discussion of the Main Finding

The positive regression coefficient is consistent with the expectation–performance perspective. Citizens form expectations before and during the call, then compare them with the service they receive. When officers answer professionally, understand the report, explain the next step, protect confidentiality, and coordinate an appropriate response, perceived performance approaches or exceeds expectations and satisfaction rises. When the call is delayed, information is processed inaccurately, or follow-up is unclear, the perceived gap widens and satisfaction falls (Kotler, 2022; Supranto, 2022). The statistically significant coefficient confirms that this mechanism was observable in the survey data.

The moderate correlation and relatively limited R² are also theoretically reasonable. A police emergency call center does not control every element of the citizen’s experience. Satisfaction may depend on whether a patrol is available, travel distance, road conditions, the seriousness and complexity of the incident, cooperation from other agencies, the final legal outcome, and the caller’s prior trust in the police. Network reliability and mobile-phone coverage can affect access even when the operator performs well. Consequently, service quality is important but not sufficient to explain all variation in public satisfaction.

The item-level results add practical depth to the regression. Friendliness and competence were rated highly, indicating that the human-relations foundation of the service was relatively strong. The lowest service-quality score concerned speed and accuracy, while the lowest satisfaction score concerned fairness. These weaknesses concern the core principles of an emergency public service: timely action and equal treatment. A courteous

conversation may create an initially positive impression, but satisfaction can remain limited when the report is not handled quickly or when citizens are uncertain that their case receives the same attention as others.

The results align with earlier empirical findings. Hendriana and Irawan (2024) showed that better service quality increased customer satisfaction and produced a strong positive correlation. Saputra et al. (2024) likewise found a positive and significant service-quality effect in transportation services. Sinipat and Pradana (2025) demonstrated that service innovation and quality improved satisfaction in mobile population administration, a public-sector context that shares accessibility and procedural concerns with Call Center 110. Sitompul and Gultom (2025) also found that attentive and efficient service strengthened customer satisfaction, although their commercial setting differs from emergency policing.

The present study contributes by showing that the same general relationship holds in a local police call center, but with a smaller explanatory proportion than some commercial-service studies. This difference may reflect the complexity and urgency of police incidents. In commercial services, the provider often controls most of the encounter. In emergency policing, the call center is only the first node in a larger response system. The result therefore suggests that improvement programs must integrate the operator, dispatch function, field units, information technology, supervision, and post-service feedback rather than focus on call answering alone.

Managerial Implications

The West Tulang Bawang Resort Police should make fast and accurate service the first improvement priority. A practical service standard can specify maximum answer time, verification steps, classification of incident urgency, required information fields, dispatch time, caller-update intervals, and closure procedures. Dashboards should monitor answered and unanswered calls, waiting time, transfer time, dispatch time, completion time, repeat calls, and complaint categories. Supervisors can review recordings and case logs to identify recurring errors and provide targeted coaching.

Operator development should combine technical and interpersonal competence. Training should include active listening, calm communication, questioning techniques, incident coding, geographic knowledge, confidentiality, stress management, and coordination with field personnel. Simulation exercises can reproduce difficult situations such as incomplete caller information, emotional callers, network interruptions, false reports, and incidents requiring multiple agencies. Staffing schedules should be matched to call patterns, and backup procedures should be available when the network or system is disrupted.

Fair treatment should be made visible through standardized procedures. Every caller should receive the same respectful greeting, explanation, data-verification process, and case reference based on the urgency and nature of the incident rather than social status. The police should provide accessible complaint and feedback channels, communicate what citizens can expect after calling 110, and periodically publish service-performance summaries. Such transparency can reduce uncertainty, strengthen trust, and demonstrate organizational accountability.

Limitations and Future Research

The study has several limitations. First, the sample consisted entirely of male household heads, so women and other household members were not directly represented. Second, the analysis used a cross-sectional survey and one independent variable, which limits causal interpretation and leaves most variation in satisfaction unexplained. Third, the measures were based on respondent perceptions and did not combine questionnaire scores with individual call-log data, dispatch times, or final incident outcomes. Fourth, the 2026 operational data were incomplete at the time of the study. Future research should use a more inclusive sample, incorporate multiple predictors such as accessibility, trust, response outcome, and technology reliability, and link citizen surveys with objective service records.

CONCLUSION

Call Center 110 service quality has a positive and statistically significant effect on public satisfaction in West Tulang Bawang Regency. Service quality was evaluated at 72.68% and public satisfaction at 73.90%, both in the agree category. The regression equation $Y = 23.277 + 0.376X$ indicates that higher service quality predicts higher satisfaction. The relationship was positive and moderate ($R = 0.425$), and service quality accounted for 18.1% of the variation in satisfaction. The hypothesis was supported by $t = 4.652$ and $p < 0.001$. The most important improvement areas are fast and accurate handling and fair treatment. Strengthening standards, operator competence, technical reliability, dispatch coordination, monitoring, and transparent feedback can improve the quality and public value of the service.

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