

**THE INFLUENCE OF ACCESSIBILITY, SERVICE QUALITY, AND TRUST LEVEL ON USER SATISFACTION (A STUDY AT THE LAND OFFICE OF LAMONGAN REGENCY)**

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**Article Info**

**Keyword:**

Accessibility, Service Quality,  
Trust Level, User Satisfaction,  
Land Administration, BPN  
Lamongan

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**ABSTRACT**

This study aimed to analyze the influence of accessibility, service quality, and trust level on user satisfaction at the Land Office of Lamongan Regency. Using a quantitative approach, data were collected from 97 service users through questionnaires. Multiple linear regression analysis was conducted using SPSS. The results indicated that accessibility, service quality, and trust level each had a positive and significant partial effect on user satisfaction, with accessibility being the most dominant factor. Simultaneously, the three independent variables significantly influenced user satisfaction, as demonstrated by the F-value of 65.271 and a significance level of 0.000. The coefficient of determination ( $R^2$ ) showed that 67.8% of the variation in user satisfaction could be explained by these three variables. These findings suggest that improving accessibility, maintaining service quality, and building public trust are essential strategies for enhancing user satisfaction in land-related public services.

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**INTRODUCTION**

Public service is a fundamental aspect of achieving good governance. In this context, land service plays a strategic role, primarily because land is a critical resource supporting various sectors of life, including economic, social, and developmental aspects. The Land Office, as the institution responsible for providing services related to land administration, such as land certificate processing, mapping, rights transfer, and land dispute resolution, is expected to deliver satisfactory services to the community. Essentially, the implementation of governance aims to create effective public service functions (Agustang, 2020).

Moreover, public service in the land sector is an integral part of the state's efforts to provide legal certainty and social welfare to the community. The Land Office, tasked with managing land administration, has a vital role in ensuring land rights are recognized and protected. One of the main

aspects determining the success of this service is user satisfaction, which can be influenced by various factors, including accessibility, service quality, and the level of trust that the public has in the institution.

However, various issues in public service, including those at the Land Office of Lamongan Regency, raise concerns. A significant challenge is meeting public expectations for services that are quick, easily accessible, fair, and trustworthy. Realities on the ground often reveal obstacles, such as complex bureaucracy, a lack of transparency, inconsistent service times, and disparities in service access between urban and rural communities. These conditions frequently lead to public complaints and affect their satisfaction levels with the services provided.

Accessibility is a key factor influencing the ability of the community to obtain necessary services. It encompasses the time, cost, and effort required to move from one place to another within a system (Pelawi et al., 2023). Inability to meet these accessibility aspects may hinder community members, especially those living in remote areas, from receiving optimal services. Thus, accessibility becomes a crucial factor in public service, as ease of access to land services enhances the efficiency and effectiveness of land administration processes. In reality, many people find it challenging to access services at the Land Office due to distance, limited operational hours, and other barriers, ultimately lowering their satisfaction levels.

Service quality is also of significant concern, particularly amidst growing public awareness of their rights to receive professional services. According to Ibrahim (2019), service quality entails efforts to meet consumer needs and desires by providing services that align with their expectations. Consistency in service quality, devoid of discrimination, equitable speed, and transparency in administrative procedures, is essential for enhancing public perception of institutional integrity.

Furthermore, service quality significantly influences user satisfaction. Poor service quality—such as non-transparent procedures, discrimination in service provision, or ambiguity in problem resolution—can diminish public trust in the Land Office. Thus, inadequate service quality can adversely impact user satisfaction, ultimately affecting the institution's effectiveness in serving the community.

Trust is closely related to public satisfaction; the greater the trust, the higher the satisfaction level (Kasinem, 2020). When users believe that the services they receive are reliable, professional, and meet their expectations, their satisfaction increases. This trust is built through positive experiences, transparency in service delivery, and consistency in meeting established promises or standards. Conversely, if users doubt the credibility of the services due to inconsistent information, slow service, or unclear procedures, their satisfaction may decline. Hence, fostering and maintaining trust is vital for creating a satisfying and sustainable service experience.

Public institutions are primarily tasked with serving the community. In this regard, the government plays a role as a facilitator to expedite service processes, ensuring they run efficiently and in accordance with existing regulations (Wahyono et al., 2022). Additionally, the level of public trust in a government institution, including the Land Office, is crucial in determining user satisfaction. This trust fosters a sense of security and certainty for the community in navigating legal or land administration processes, thereby enhancing user satisfaction with the services received.

Public services, including land services, play a strategic role in supporting good governance. The Land Office of Lamongan Regency is expected to deliver satisfying services to the community. However, challenges such as limited service accessibility, inequities in service delivery, and low public trust remain obstacles in meeting user expectations.

Accessibility measures how comfortably or easily people interact with each other through transportation systems (Pelawi et al., 2023). Accessibility, encompassing physical, technological, and informational ease, is a critical factor influencing the community's ability to obtain services. Inequities, such as discriminatory treatment or imbalances in service delivery, can diminish public perception of service quality.

Public trust in service institutions is influenced by several key factors. Accountability reflects how responsible the institution is in performing its duties. Transparency also plays a significant role, as the public tends to trust institutions that clearly communicate information and decision-making processes. Finally, direct experiences of the community when interacting with provided services greatly contribute, as positive experiences can enhance trust and loyalty towards the institution.

These three factors—accessibility, quality, and trust—significantly impact user satisfaction. Satisfaction not only reflects service success but also affects the institution's image in the public eye. Service quality is directly related to user satisfaction (Djaelani et al., 2021). Therefore, it is essential to conduct in-depth analyses of the influence of these three factors in efforts to improve service quality at the Land Office of Lamongan Regency.

Based on the above discussion, this research aims to determine the extent of the influence of accessibility, service quality, and trust level on user satisfaction at the Land Office. By understanding the relationships among these factors, it is hoped that the findings of this research will provide insights and recommendations useful for enhancing service quality at the Land Office and strengthening public trust in government institutions in the land sector.

## RESEARCH METHODS

This research employs a quantitative approach. Primary data were collected through questionnaires distributed using Google Forms. The population consists of all users of the Land Office services in Lamongan Regency, totaling approximately 3,852 individuals. The Slovin formula was used to determine a sample size of 97 respondents. A non-probability sampling technique with purposive sampling was applied. Data analysis was conducted using SPSS, including validity and reliability testing, classical assumption testing, multiple linear regression analysis, correlation coefficient testing, determination coefficient testing, t-tests, and F-tests.

## RESULTS AND DISCUSSION

### Results of Data Analysis

#### Validity Test

**Tables 1 The Result of Validity Test**

Variable	Statement	r-count	r table	Description
Accessibility (X1)	X1.1	0.877	0.199	Valid
	X1.2	0.881	0.199	Valid
	X1.3	0.850	0.199	Valid
	X1.4	0.898	0.199	Valid
Service Quality (X2)	X2.1	0.540	0.199	Valid
	X2.2	0.474	0.199	Valid
	X2.3	0.765	0.199	Valid
	X2.4	0.696	0.199	Valid
	X2.5	0.751	0.199	Valid
Trust Level (X3)	X3.1	0.924	0.199	Valid
	X3.2	0.964	0.199	Valid
	X3.3	0.924	0.199	Valid
User Satisfaction (Y)	Y.1	0.775	0.199	Valid
	Y.2	0.595	0.199	Valid
	Y.3	0.538	0.199	Valid

Based on the table above, the results show that  $r_{hitung} > r_{Table}$ , indicating that each item in the variables of accessibility, service quality, trust level, and user satisfaction is considered valid.

**Reliability Test**

**Tables 2 The Result of Reliability Test**

Variable	Cronbach'Alpha	Description
Accessibility (X1)	0.899	
Service Quality (X2)	0.645	Reliabel
Trust Level (X3)	0.931	Reliabel
User Satisfaction (Y)	0.841	Reliabel

From the data above, it can be concluded that all four variables studied show a Cronbach Alpha greater than 0.60. This indicates that all indicators used for each variable are reliable as measurement tools. This is because the values exceed the minimum specified Cronbach Alpha.

**Assumption Testing**

**Normality Testing**

**Tables 3 The Result of Normality Test**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1.02590229
Most Extreme Differences	Absolute Positive	.097
	Negative	-.097
Kolmogorov-Smirnov Z		.959
Asymp. Sig. (2-tailed)		.316

a. Test distribution is Normal.

b. Calculated from data.

Based on the table above, it can be concluded that the data in this study are normally distributed. This is indicated by an Asymp. Sig. (2-tailed) value of 0.316. This means that with a significance level of 0.05, it can be concluded that  $0.316 > 0.05$ .

**Multicollinearity Test**

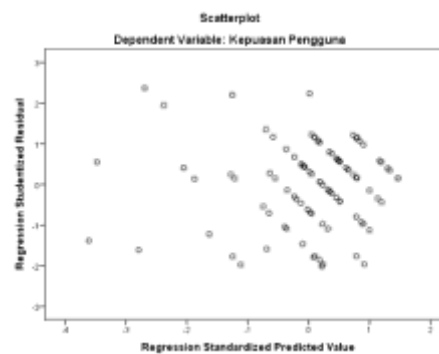
**Tables 4 The Result of Multicollinearity Test**

Variable	Tolerance	VIF	Description
Aksesbilitas (X1)	0.334	2.997	Tidak ada gejala multikoloneritas
Service Quality (X2)	0.278	3.595	Tidak ada gejala multikoloneritas
Trust Level (X3)	0.601	1.664	Tidak ada gejala multikoloneritas

Based on the table above, it can be shown that the three independent variables used in this study do not exhibit multicollinearity symptoms. The results of the testing on the independent variables indicate that the tolerance values are greater than 0.10 and the VIF values are less than 10.



## Results of the Heteroscedasticity Test



**Figure 1 Heteroscedasticity Test**

## Multiple Linear Regression Analysis

**Tables 5 The Result of Regression Analysis Test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.820	.799		2.279	.025
Aksesibilitas	.247	.056	.452	4.437	.000
1 Service Quality	.198	.070	.316	2.829	.006
Tingkat Kepercayaan	.208	.051	.306	4.036	.000

Based on the analysis results, the following regression equation has been obtained:

$$Y = 1.820 + 247X_1 + 198X_2 + 208X_3 + e$$

$$Y = 1.820 + 247X_1 + 198X_2 + 208X_3 + e$$

The positive coefficients for the independent variables indicate a direct relationship with user satisfaction. The highest coefficient is for accessibility at 247, followed by trust level at 208 and service quality at 198. This suggests that accessibility is the most dominant factor influencing user satisfaction.

## Coefficient of Determination Test

**Tables 6 The Result of Coefficient of Determination Test**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.823 <sup>a</sup>	.678	.668	1.042

a. Predictors: (Constant), Tingkat Kepercayaan, Aksesibilitas, Service Quality

b. Dependent Variable: Kepuasan Pengguna

The R-square value for the independent variables—accessibility, service quality, and level of trust—is 0.678 or 67.8%. This indicates that accessibility, service quality, and level of trust collectively influence user satisfaction by 67.8%, while the remaining 32.2% is influenced by other independent variables not discussed in this study.

**Partial Test (t-Test)**

**Tables 7 The Result of Partial Test (t-Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.820	.799		2.279	.025
1 Aksesibilitas	.247	.056	.452	4.437	.000
Service Quality	.198	.070	.316	2.829	.006
Tingkat Kepercayaan	.208	.051	.306	4.036	.000

- a. Accessibility has a positive and significant effect on user satisfaction, with a significance value of  $0.000 < 0.05$  and a t-value of  $4.437 > 1.985$ . Thus, H1 is accepted and H0 is rejected.
- b. Service quality has a positive and significant effect on purchase decisions, with a significance value of  $0.006 < 0.05$  and a t-value of  $2.829 > 1.985$ . Thus, H2 is accepted and H0 is rejected.
- c. Trust level has a positive and significant effect on purchase decisions, with a significance value of  $0.000 < 0.05$  and a t-value of  $4.036 > 1.985$ . Thus, H3 is accepted and H0 is rejected.
- d. Among the three variables, accessibility (X1) has the most dominant effect on user satisfaction (Y), as indicated by the highest t-value of 4.437.

**Simultaneous Test (F-Test)**

**Tables 8 The Result of Simultaneous Test (F-Test)**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	212.736	3	70.912	65.271	.000 <sup>b</sup>
Residual	101.038	93	1.086		
Total	313.773	96			

- a. Dependent Variable: Kepuasan Pengguna
- b. Predictors: (Constant), Tingkat Kepercayaan, Aksesibilitas, Service Quality

Based on the table above, the calculated F-value is 65.271, while the critical F-value is 2.70. Since  $65.271 > 2.70$  and the significance value is  $0.000 < 0.05$ , the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This indicates that accessibility, service quality, and trust level have a positive and significant simultaneous effect on user satisfaction.

**DISCUSSION**

**Impact of Accessibility on User Satisfaction**

The findings show that accessibility has a **positive and significant effect** on user satisfaction. This is supported by a t-value of  $4.437 > 1.985$  and a significance value of  $0.000 < 0.05$ . Therefore, H1 is accepted. This aligns with Pelawi et al. (2023) and Kasinem (2020), who found that good accessibility improves service satisfaction.

**Impact of Service Quality on User Satisfaction**

Service quality also has a **positive and significant impact** on user satisfaction, with a t-value of  $2.829 > 1.985$  and a significance value of  $0.006 < 0.05$ . Thus, H2 is accepted. This supports the findings of Mulyadi (2019) and Djaelani & Darmawan (2021), emphasizing the role of service quality in meeting user expectations.

### Impact of Trust Level on User Satisfaction

Trust level significantly affects user satisfaction, as indicated by a  $t$ -value of  $4.036 > 1.985$  and a significance value of  $0.000 < 0.05$ . Therefore, H3 is accepted. This is consistent with Mukuan (2024) and Amalia (2022), who found that trust enhances perceived service quality and satisfaction.

### Simultaneous Impact of Accessibility, Service Quality, and Trust Level on User Satisfaction

The  $F$ -test result shows an  $F$ -value of  $65.271 > 2.70$  with a significance value of  $0.000 < 0.05$ , indicating a **simultaneous positive and significant effect** of all three variables on user satisfaction. This supports the findings of Pramana et al. (2023).

### Most Dominant Variable

Based on the regression equation  $Y = 1.820 + 0.247X_1 + 0.198X_2 + 0.208X_3$ , accessibility ( $X_1$ ) has the highest coefficient (0.247), making it the **most dominant factor** influencing user satisfaction. This aligns with Irfan et al. (2022), who stated that accessibility is the key determinant of service satisfaction.

### CONCLUSION

Based on the research and analysis presented above, the following conclusions can be drawn:

1. **Accessibility ( $X_1$ )** has a **positive and significant partial effect** on user satisfaction ( $Y$ ). This is supported by a  $t$ -value of  $4.437 > 1.985$  and a significance value of  $0.000 < 0.05$ . Thus, H1 is accepted, indicating that better accessibility leads to higher user satisfaction.
2. **Service Quality ( $X_2$ )** also has a **positive and significant effect** on user satisfaction. The  $t$ -test result shows  $2.829 > 1.985$  with a significance value of  $0.006 < 0.05$ . Therefore, H2 is accepted, suggesting that better service quality enhances user satisfaction.
3. **Trust Level ( $X_3$ )** has a **positive and significant influence** on user satisfaction. The  $t$ -value is  $4.036 > 1.985$  and the significance level is  $0.000 < 0.05$ , so H3 is accepted. This implies that higher trust levels increase user satisfaction.
4. **Simultaneously**, accessibility, service quality, and trust level have a **positive and significant effect** on user satisfaction. The  $F$ -value is  $65.271 > 2.70$  and the significance value is  $0.000 < 0.05$ , indicating that  $H_a$  is accepted. This confirms that the combination of these three variables significantly impacts user satisfaction.
5. Based on the **regression coefficient analysis**, **accessibility ( $X_1$ )** is the **most dominant variable**, with the highest coefficient of 0.247. In comparison, service quality ( $X_2$ ) and trust level ( $X_3$ ) have lower values, highlighting that accessibility is the key factor in increasing user satisfaction.

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