
THE EFFECT OF EASE OF SERVICE ACCESS, INFORMATION TRANSPARENCY, AND SPEED OF DISDUKCAPIL SERVICES ON THE SATISFACTION OF THE PEOPLE OF BINTAN REGENCY

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ABSTRACT

This study aims to analyze the influence of ease of access to services, information transparency, and speed of services on public satisfaction in the context of digital-based public services. This study uses a quantitative, survey-based approach. The population in this study comprises all people who use services at the Population and Civil Registration Office of the Bintan district, totaling 182,355. A sample of 100 respondents was selected using the Slovin formula, with a 10% margin of error. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test validity, reliability, and the relationships among variables. The test results show that the entire construct meets the criteria for validity and reliability. The R-Square value of 0.853 indicates that the independent variables in the model explain 85.3% of the variation in public satisfaction. The results of the hypothesis test partially support the hypothesis that ease of access to services has a positive, insignificant effect on community satisfaction. That information transparency has a positive, insignificant effect on community satisfaction. On the contrary, service speed has been shown to have a positive and significant impact on public satisfaction. These findings indicate that service aspects with a direct, tangible impact on society, especially the speed of service completion, are the main factors shaping satisfaction. This research provides a theoretical contribution by strengthening Service Quality Theory in the context of digital public services, as well as a practical contribution to the government, which should prioritize improving service speed and efficiency to increase public satisfaction and the sustainability of digital government implementation.

Keywords: *Ease of Service Access; Information Transparency; Service Speed; Community Satisfaction; Bintan Regency*

INTRODUCTION

Public services are one of the main functions of government to meet the basic needs and rights of the community (Nurhidayat et al., 2024). The quality of public services is an important indicator of government performance because it is directly related to public trust and satisfaction (Anggita et al., 2025). Along with the development of information technology and the increasing public demand for fast, easy, and transparent services, local governments are required to continue

improving and innovating the delivery of public services, especially in population administration (Wahyuni et al., 2024).

An important factor in increasing public satisfaction is the ease of access to services (Lubis et al., 2025). Ease of access reflects the extent to which the public can access Disdukcapil services without encountering obstacles, including procedural requirements, time constraints, location, and technological limitations. Easily accessible services will encourage

people to make optimal use of services and reduce administrative burdens that are often the main complaints in public services (Berggren et al., 2026; Kyambade et al., 2026).

In addition to ease of access, information transparency is also a crucial factor in the implementation of public services (Gethin, 2026). Information transparency is related to the government's openness in conveying requirements, procedures, completion times, and service costs in a clear and easy-to-understand manner (Han et al., 2026). Lack of transparency of information can cause uncertainty, misunderstandings, and negative perceptions of the performance of the service apparatus, which ultimately has an impact on declining community satisfaction (Bach-Mortensen et al., 2026). Slow service often causes dissatisfaction, complaints, and even distrust of public service institutions. On the contrary, fast, timely service can increase efficiency, comfort, and the government's positive image in the eyes of the public.

Population administration has a strategic role because it concerns official documents used by people in various aspects of social, economic, and legal life (Anfinogenova et al., 2026). In this case, the Bintan Regency Population and Civil Registration Office is responsible for providing services such as the issuance of electronic ID cards, family cards, birth certificates, and death certificates. The many public service innovations that have been developed by Bintan Regency, especially in the field of population administration, such

as Serving The Villager (STV), Si Pandu Capil, and the innovation of Newborn Babies Directly Can Attain, show the commitment of the local government in improving the quality and reach of Disdukcapil services to the community. The service is mandatory and sustainable, so the quality of the service provided will greatly determine the level of community satisfaction among service users.

Various previous studies generally place community satisfaction as an indicator of the success of public services. Most of these studies focus on service quality in general (Alhefaity et al., 2026), such as the dimensions of reliability (Garcia et al., 2026), empathy (Nor, 2026), guarantees, and physical evidence (Rayan et al., 2026), with a theoretical approach based on service quality or public service performance. Therefore, studies that specifically examine the influence of ease of access to services, information transparency, and speed of services in the context of population administration services at the district level are still relatively limited. That way, this research is important to fill this gap. This study aims to analyze the influence of ease of access to services, information transparency, and speed of Disdukcapil services on the satisfaction of the people of Bintan Regency.

THEORETICAL FRAMEWORK

Service Quality Theory

The Service Quality Theory shows that satisfaction is formed from the process of comparing expectations before receiving services and actual performance (perceived performance) after receiving

services (Prakash, 2019). Community satisfaction is the result of an evaluation process between the initial expectations of service users and the service performance that is actually received (Vasudevan, 2021). In public services, public satisfaction is influenced by direct experience during the service process, such as ease of access to services, clarity and transparency of information, and speed of service completion (Tuan et al., 2022). This theory emphasizes that satisfaction is not only determined by the service's outcome, but also by the quality of the service process as perceived by the community.

Ease of Service Access

Ease of Access to Services shows conditions that show the extent to which people can reach and use public services without experiencing significant obstacles, both in terms of procedures, time, location, and supporting facilities (Cazzuffi & Retamal, 2025). Easy access to services is reflected in simple procedures, uncomplicated requirements, clear service hours, and the availability of service channels that can be reached by all levels of society (Vogel et al., 2025). In population administration services, ease of access is an important factor because services are mandatory and directly related to citizens' basic rights; the easier access to services,

the greater the chance of increasing community satisfaction.

Information Transparency

At the level of openness and clarity of the government in conveying service information to the public, including requirements, procedural flow, completion time, and service costs. Clear, easy-to-understand, and easily accessible information will reduce uncertainty, administrative errors, and potential misunderstandings between the public and service providers (Albu & Flyverbom, 2019; Wu et al., 2020). Clarity of information also reflects the government's commitment to the principles of transparency and accountability, which ultimately contribute to the formation of trust and community satisfaction (Gardner et al., 2019).

Speed of service

The ability of public service providers to complete the service process in accordance with the set time standard. Service speed reflects the apparatus's responsiveness and efficiency in serving the community (Rosita et al., 2019). Fast service not only saves people time and money but also provides a positive, professional experience. On the other hand, slow service often causes complaints and dissatisfaction (Akbar & Wadud, 2024; Turovets et al., 2023).

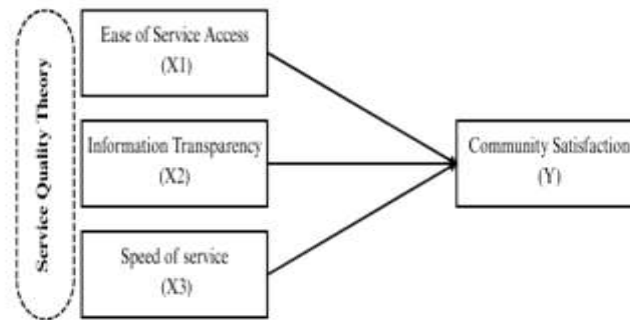


Figure 1. Theoretical Framework

Hypothesis

H1: Ease of Service Access has a positive effect on Community Satisfaction at the Population and Civil Registration Office of Bintan Regency.

H2: Information Transparency has a positive effect on Community Satisfaction at the Population and Civil Registration Office of Bintan Regency.

H3: Speed of Service has a Positive Effect on Community Satisfaction at the Population and Civil Registration Office of Bintan Regency.

METHOD

This study uses a quantitative, explanatory design to analyze the influence of Ease of Service Access, Information Transparency, and Service Speed on community satisfaction at the Population and Civil Registration Office of

Bintan Regency. Data were collected using a Likert-scale questionnaire instrument that has been tested for validity and reliability. The research population is the entire community that receives population administration services, and the sampling technique uses probability sampling with random sampling to ensure an objective representation of respondents. The respondent criteria were people who directly received services at the Bintan Disdukcapil Office during the research period. The research stages include problem formulation, instrument preparation, questionnaire trials, field data collection, data processing using inferential statistical analysis, and drawing conclusions based on systematically and measurably tested hypotheses.

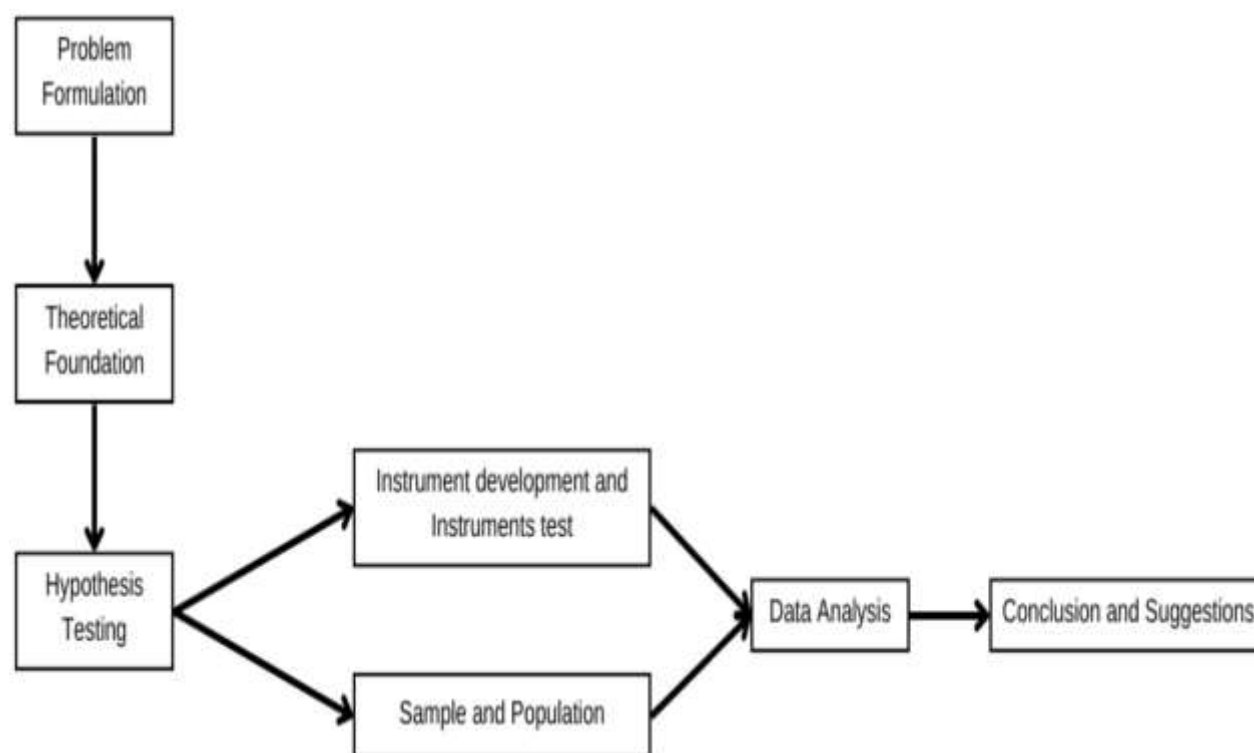


Figure 2. Stages of Research

The research flow in the picture begins with the problem formulation stage, serving as the initial foundation of the research. At this stage, the researcher identifies phenomena, empirical gaps, and formulates research questions systematically. Furthermore, the research continued with the preparation of a theoretical foundation that serves as a conceptual framework and an argumentative basis for explaining the relationship between variables. Based on the theoretical study, the researcher formulated a hypothesis, which then entered the hypothesis testing stage.

After the hypothesis is formulated, the research process branches into two main activities: the development and testing of instruments and the determination of the sample and population. The development of the instrument is carried out to ensure that the

measuring instrument is valid and reliable, while the determination of the sample aims to obtain representative data. Both processes boil down to the data analysis stage using relevant statistical techniques. The final stage is drawing conclusions and preparing suggestions based on the analysis results.

The population in this study is all people who use population administration services at the Population and Civil Registration Office (Disdukcapil) of Bintan Regency. Based on data from service users listed on the official website <http://sipanducapil.bintankab.go.id/>, approximately 182,355 people are currently receiving population administration services. This number reflects the entire community that has the potential to become users of the agency's public services. Therefore, the entire

population of service users of the population administration service is used as the research population. Then the researcher determined the number of samples using a random sampling approach and the Slovin formula. The Slovin formula is used to ensure the data obtained adequately represent the population's characteristics (Sukarno & Pribadi, 2023). The research data were then measured using the Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, and 5: strongly agree). Furthermore, the data analysis technique in this study uses SmartPLS 3.

The sample is part of a population of 182,355. The sample for this study had a 10 percent margin of error. The determination of an error rate of 10 percent is considered representative enough to illustrate the general tendency of the level of public satisfaction with the

Demographics

<i>Respondent Characteristics</i>	<i>Frequency</i>	<i>%</i>
Gender		
Male	48	48.00.00
Female	52	52.00.00
Age		
20–29 Years	22	22.00
30–39 Years	34	34.00.00
40–49 Years	26	26.00.00
50–60 Years	14	14.00
> 60 Years	4	04.00
Education Level		
Elementary/Junior High School (SD/SMP)	10	10.00
High School (SMA)	28	28.00.00
Bachelor (S1)	42	42.00.00
Magister (S2)	16	16.00
Doctoral (S3)	4	04.00
Total	100	100.00.00

Source: Data processed, 2026

In terms of age, the majority of respondents were in the 30-39-year age

quality of service, without having to use too large a number of respondents. This consideration is carried out so that the research remains efficient in terms of time, cost, and resource optimization, as stated by Pribadi et al., (2024). Using these parameters, the number of respondents is calculated using the relevant sample determination formula to produce a proportionate sample size that can be accounted for methodologically.

RESULT

Demografi Profile

Table 1 shows the demographic characteristics of the respondents involved in this study. Based on gender distribution, respondents thought that 48 men (48.0%) and 52 women (52.0%) showed a relatively balanced gender composition. Table 1. Respondent



group, accounting for 34 respondents (34.0%), followed by those aged 40-49 years, with 26 respondents (26.0%). Respondents aged 20-29 years accounted for 22.0%, while those aged 50-60 accounted for 14.0% of the sample. Only a small percentage of respondents were over 60 years old, accounting for 4.0% of the total.

Regarding educational achievements, most of the respondents held a Bachelor's degree (S1), totaling 42

respondents (42.0%). This is followed by respondents with a high school (SMA) background at 28.0%, and those with a Master's degree (S2) at 16.0%. A small percentage of respondents have completed their elementary/junior high school (SD/SMP) education (10.0%), while only 4.0% hold a Doctoral degree (S3). Overall, the sample consisted of 100 respondents, representing 100% of the study population.

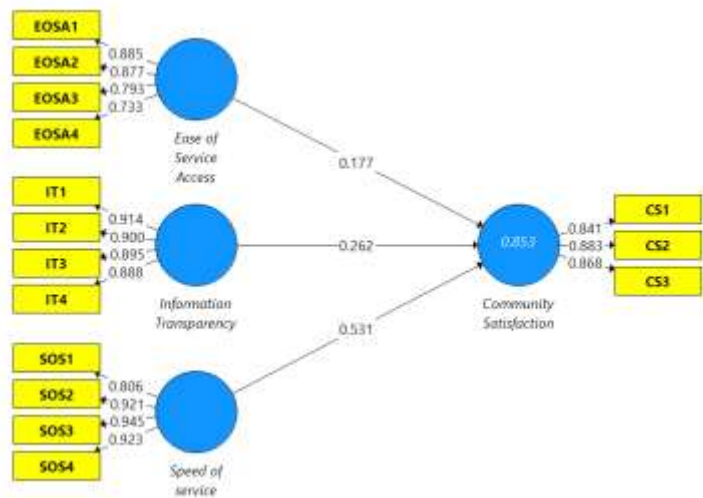


Figure 3. Validated research model

Figure 3 shows that each variable meets the validity test standards for each indicator. An indicator is considered valid if its value exceeds 0.70 (Sugiyono & Lestari, 2021). Furthermore, the variables that affect public satisfaction have an R-Square value of 0.853. Based on the R-Square grouping criteria, the > value of 0.67 is categorized as strong, the value of > 0.33 to < 0.67 is categorized as moderate, while the value of < 0.33 or less is categorized as weak (Pribadi et al., 2024). Thus, it can be concluded that the Bintan Community's satisfaction with the quality of service at the Bintan Regency Population Office is 0.853, indicating that

the supporting variables have a strong influence on community satisfaction.

Reliability Test, Cronbach's Alpha, and Composite Reliability

Table 2. Reliability Test, Cronbach's Alpha, and Composite Reliability

Variable	Cronbach's Alpha	rho
Ease of Service Access	0,584	
Information Transparency	0,640	
Speed of Service	0,640	
Community Satisfaction	0,576	

Source: SEM-PLS data processing results, 2026

The indicator used to measure the

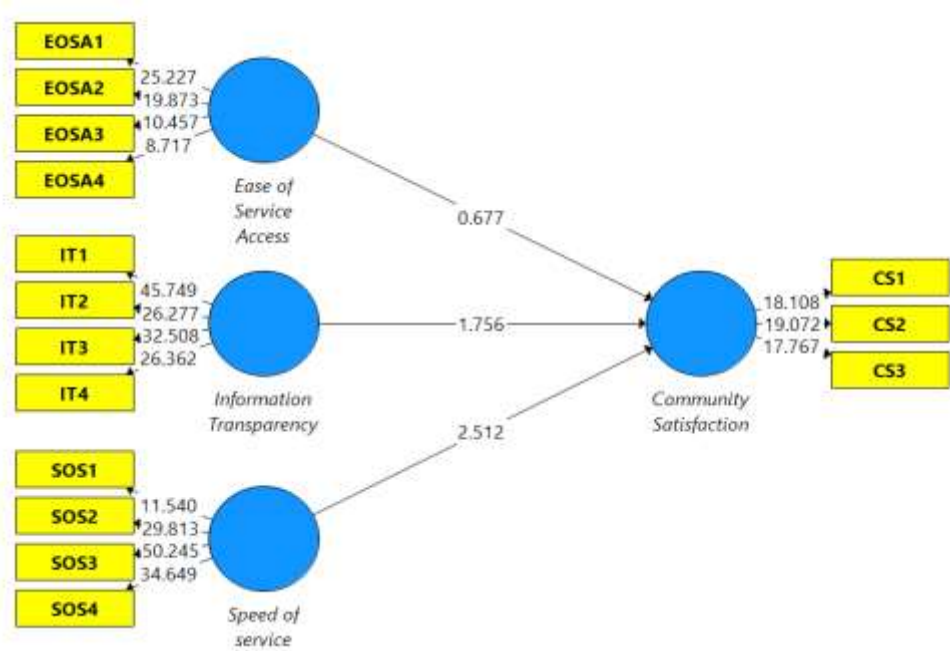
correlation between the scale and the variables that have been formed is Cronbach's Alpha. A construct is declared reliable if Cronbach's Alpha value is above 0.70 (Ahdarrijal & Pribadi, 2024). Based on Table 2, all variables have adequate reliability values: Ease of Service Access (0.841), Information Transparency (0.922), Service Speed (0.921), and Community Satisfaction (0.830). Thus, all variables in this study can be declared reliable.

In addition, it shows that a Composite Reliability value above 0.60

can be considered to meet the validity standard. In addition, the variables Ease of Service Access, Information Transparency, Service Speed, and Community Satisfaction also have Average Variance Extracted (AVE) values above 0.50, indicating that all of these variables meet the validity criteria. Thus, it can be stated that each variable has a good value and meets the standards for validity and reliability tests.

Hypothesis Test

Figure 4. Output Bootstrapping



The results of hypothesis testing using the bootstrap method showed that the variables Ease of Service Access, Information Transparency, Service Speed, and Community Satisfaction were tested as independent variables against the

dependent variable to determine the influence of each. A hypothesis is declared acceptable if the T-statistic value is greater than 1.96 and the P-value is less than 0.05 (Sugiyono, 2018)

Table 3. Hypothesis Testing of Kepuasan Masyarakat

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (IO/STDEV)	P Values	
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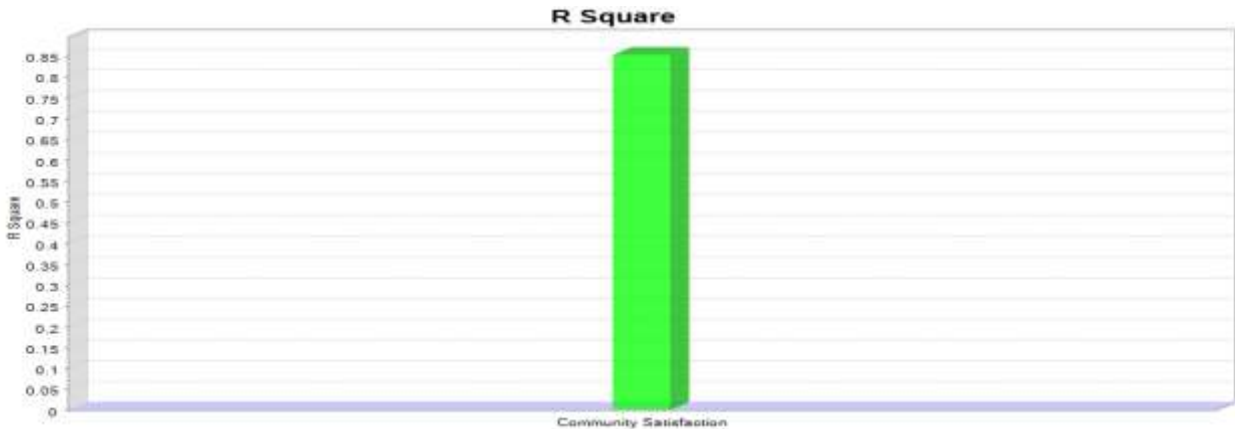
Ease of Access to Services > Community Satisfaction	0,123	0,124	0,190	0,470	0,359	Rejected
Information Transparency > Community Satisfaction	0,182	0,188	0,105	1756,000	0.084	Rejected
Speed of Service > Community Satisfaction	0,369	0,362	0,153	2512,000	0.016	Accepted

Source: SEM-PLS data processing results, 2026

The data shows that the Ease of Service Access has a T-statistic value of 0.677 and a P-value of 0.517, so it does not meet the significance criteria. Similarly, Information Transparency shows a T-statistic of 1.756 and a P-value of 0.084, both of which are above the significance boundary. Therefore, the two hypotheses that state the influence of ease of access to services and information transparency on public satisfaction are rejected. Like the research conducted by (Jamal et al., 2025) which states that Ease of Service Access and information disclosure have a

significant influence on user satisfaction, and also criticizes the results of previous research.

In contrast to the previous two variables, Service Speed showed a significant influence on community satisfaction with a T-statistic value of 2.512 and a P-value of 0.016. This value meets the significance criteria, so the hypothesis that service speed has a positive effect on public satisfaction is accepted. These results indicate that service speed is an important factor in increasing public satisfaction. In line with research conduct



ed by which indicates that speed will affect community satisfaction in terms of services
Figure 5. R-Square

The R-Square for Community Satisfaction is 0.853. This value indicates that the independent variables in the research model explained 85.3% of the variation in community satisfaction, while the remaining 14.7% was influenced by

variables outside the model. Referring to the criteria (Sugiyono, 2018), The R-Square value above 0.67 places it in the strong category, indicating that the structural model has excellent explanatory power for public satisfaction.

DISCUSSION

Based on Service Quality Theory, community satisfaction is formed through a comparative process between expectations before receiving services and actual performance felt after services are provided (Prakash, 2019; Vasudevan, 2021). In the context of public services, the quality of service processes, such as ease of access, transparency of information, and speed of service, are important factors that shape public perception of satisfaction (Tuan et al., 2022). The results of the hypothesis testing in this study show that not all dimensions of service quality have a significant influence on community satisfaction, offering interesting empirical findings for further discussion.

The study's results show that Ease of Access to Services does not have a significant effect on community satisfaction. These findings are not entirely in line with Service Quality Theory, which emphasizes the importance of ease of access as part of the service process. Theoretically, easy access to services characterized by simple procedures, clear requirements, and easily accessible means should increase community satisfaction (Cazzuffi & Retamal, 2025; Vogel et al., 2025). However, the insignificance of these results can be explained by the possibility that ease of access has been considered a standard condition by society. In other words, the public no longer views ease of access as a factor that distinguishes satisfaction, but as something that should be present in population administration services.

Information Transparency does not significantly influence public satisfaction. Theoretically, information transparency plays an important role in reducing uncertainty, preventing administrative errors, and building public trust and satisfaction (Albu & Flyverbom, 2019; Gardner et al., 2019). However, the results of this study indicate that although the information is available and relatively clear, it is not strong enough to directly increase satisfaction. These findings strengthen the argument in Service Quality Theory that satisfaction is not only influenced by the availability of information but also by how people perceive the real benefits of that information in the service process (Paulus et al., 2024). In other words, information transparency is supportive, but it is not yet a major factor in shaping satisfaction.

In contrast to the previous two variables, Service Speed has been proven to have a significant effect on public satisfaction. These findings are strongly in line with Service Quality Theory, which emphasizes that direct experience during the service process has a dominant role in shaping satisfaction (Prakash, 2019). The speed of service reflects the level of responsiveness and efficiency of the apparatus, which is directly felt by the community during service interactions (Rosita et al., 2019). Fast service not only saves time and costs, but also creates a perception of professionalism and effectiveness of public services, thereby increasing public satisfaction (Akbar & Wadud, 2024; Turovets et al., 2023).

In digital-based public services,

public satisfaction is more influenced by service aspects that have a direct, tangible impact, especially the speed of service completion, than by procedural aspects such as ease of access and transparency of information. These findings enrich Service Quality Theory by showing that not all dimensions of service quality have the same weight of influence, especially when the community already has high basic expectations of public service standards.

CONCLUSION

The test results indicate that not all dimensions of service quality have a significant influence on public satisfaction in the context of digital-based public services. The test results indicate that ease of service access and information transparency do not significantly influence public satisfaction. This suggests that while these two aspects are important principles of good governance, their presence does not necessarily directly increase public satisfaction with the services received. Conversely, service speed was shown to have a positive and significant influence on public satisfaction. This finding indicates that the public assesses service quality based on direct experience, particularly regarding the speed and responsiveness of service delivery. In the context of digital government, service speed is a crucial indicator of system efficiency, technological readiness, and public service providers' ability to respond to public needs in a timely manner.

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Therefore, the faster and more effective the service delivery, the higher the level of public satisfaction.

Furthermore, the analysis results also indicate that the research model has strong explanatory power for the public satisfaction variable, as reflected in the relatively high R-Square value. This indicates that the variables used in the study can explain a significant portion of the variation in public satisfaction with digital-based public services. In other words, the research model used is quite relevant to describe the relationship between service quality and public satisfaction levels. Based on these findings, government agencies are advised to prioritize increasing the speed and effectiveness of services in the implementation of digital government systems. These efforts can be achieved through improving information technology infrastructure, simplifying service procedures, and enhancing human resource competency in digital service management. Furthermore, although ease of access and transparency of information did not show a significant influence in this study, both aspects still require attention and continuous improvement as they are important principles in the provision of accountable, open, and community-oriented public services. Future research is also recommended to include additional variables that may influence public satisfaction, to provide a more comprehensive picture of the quality of digital-based public services.

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