Increasing Community Trust and Satisfaction Based on Organizational Performance and Local Government Innovation

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ABSTRACT: This paper aims to determine and analyze the impact of organizational performance and government innovation on community satisfaction and public trust in the employees of the Banyuwangi Regency Population and Civil Registration Office. The total population is 1,749,773 people from all villages in Banyuwangi Regency spread over 200 villages. With the Slovin method, a sample of 400 respondents was obtained. Descriptive analysis is used to describe the description of respondents related to gender, age and education level as well as a description of the research variables used. The measuring instrument used was tested by testing the validity and reliability of the data. Hypothesis testing in this study uses SEM analysis using WarpPLS statistical software version 6.0. After analyzing the results of this research, it is found that organizational performance has a significant effect on community satisfaction. The second result is that local government innovation has a significant effect on community satisfaction. The third result is that organizational performance has a significant influence on public trust. The fourth result is: local government innovation has a significant effect on public trust. The fifth result is: community satisfaction has a significant effect on public trust. The sixth result is: organizational performance has an indirect effect on public trust through community satisfaction. The seventh result is that local government innovation affects public trust through community satisfaction.

KEYWORDS: organizational performance; regional innovation; community satisfaction; public trust.

INTRODUCTION

Banyuwangi Regency is an area located in the eastern region of Java Island, currently has a population of approximately 1,749,773 people. With this very large number of people, services regarding population are also very diverse. To provide services regarding population to the people in Banyuwangi Regency, it is maximized through the Banyuwangi Regency Population and Civil Registration Service. The service objective of the Population and Civil Registration Service is to make the community happy through quality administration services for population administration documents. According to the Law of the Republic of Indonesia No. 25 of 2009 concerning Public Services that in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident of goods, services and or administrative services provided by public service providers. The presence of the organizers in meeting the needs of population administration documents is very important for people's lives, because from birth a person cannot be separated from population registration and civil registration. Population administration document products such as KTP-El, Family Cards, Child Identity Cards (KIA), Birth Certificates, Death Certificates and others are requirements for basic services in public services. By not having a residence document, the community cannot access basic services and public services. In carrying out its duties, the Banyuwangi Regency Population and Civil Registration Office currently has several service points, namely services at the Banyuwangi Regency Population and Civil Registration Service, Banyuwangi Public Service Mall, Rogojampi Public Service Market, Tile Public Service Market, Fisher Service Outlets in Muncar, Service Outlets Fishermen in Grajagan and Fisherman Service Outlets in Pancer, District Offices throughout Banyuwangi Regency and all Village Offices throughout Banyuwangi Regency. These various community service locations are expected to be able to provide the best quality service so as to provide satisfaction and trust to the people of Banyuwangi by marketing/promoting service innovations that provide convenience to the community.

The services provided by the Banyuwangi Regency Population and Civil Registration Service must be able to provide satisfaction and trust to people who need services in the field of population and civil registration. In Table 1., the achievement targets and realization of performance that have been achieved by the Banyuwangi Regency Population and Civil Registration Service are presented during the period of 2021.

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Table 1. Performance Achievement of Banyuwangi Regency Administration Data 2021

No	Service Location	Service Targets	Number of Communities Users of Adminduk Services for 12 Months											
			1	2	3	4	5	6	7	8	9	10	11	12
1.	Public Service Mall	1500,0	761,0	746,0	741,0	721,0	804,0	721,0	727,0	716,0	771,0	756.0	687,0	659,0
2.	Public Service Market	1000,0	743,0	732,0	737,0	764,0	701,0	706,0	685,0	673,0	687,0	654,0	654,0	605,0
3.	Fisherman's Outlet	500,0	484,0	470,0	479,0	487,0	458,0	459,0	438,0	476,0	457,0	323,0	307,0	257,0
4.	District office	1000,0	666,0	665,0	656,0	656,0	671,0	707,0	711,0	698,0	634,0	619,0	589,0	598,0
5.	Village Office	1000,0	627,0	616,0	582,0	588,0	656,0	557,0	543,0	587,0	524,0	547,0	67,08	545,0

Source: Disdukcapil Banyuwangi Regency 2021.

Based on the data in Table 1., regarding the targets and achievements of the Adminduk document in Banyuwangi Regency during 2021 that has been provided by the Banyuwangi Regency Population and Civil Registration Office, it shows that there are still many people who have not used the service locations that have been provided, this triggers researchers to knowing what causes the public not to use the location of the Adminduk document management service that has been provided and is expected to make it easier for the public to apply for the manufacture of other securities.

The thing that needs to be considered by all organizations that provide services is the satisfaction and trust of customers. Satisfaction and trust from the community is one of the efforts to meet the needs of the community which is one of the keys to marketing activities. According to (Kotler & Keller, 2016), marketing is meeting needs in a profitable way. According to (Tjiptono, 2014), marketing is a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering, and exchanging something of value with each other. In order for marketing activities to run smoothly, products and services must be created that can provide satisfaction to customers, which ultimately customers will believe in the products and services (Qomariah, 2016).

Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness. Building trust can be difficult in today's online situation, companies impose stricter rules on their online business partners than any other partner. According to (Mowen & Minor, 2012), consumer trust means that all knowledge possessed by consumers and all conclusions made by consumers regarding objects, attributes and benefits. Trust is a belief from one party regarding the intentions and behavior addressed to the other party, thus consumer trust is defined as a consumer expectation that the service provider can be trusted or relied on in fulfilling its promises (Kotler, 2019). Trust is defined as a form of attitude that shows feelings of liking/satisfaction and persisting in using a product or brand. Many factors can increase public confidence in a product or service. These factors include: customer satisfaction, product innovation, and organizational performance.

Satisfaction or dissatisfaction is the conclusion of the interaction between expectations and experiences after using the services or services provided (Buchari, 2012). Efforts to achieve total customer satisfaction is not an easy thing. Total customer satisfaction is impossible to achieve, even if only temporarily. Customer/community satisfaction is an emotional response to experiences related to certain purchased products/services (Tjiptono, 2014). If performance is below expectations, the customer is dissatisfied. If the performance meets the expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Kotler, 2019). Community satisfaction is the conclusion of the interaction after using the services or services that have been provided and then comparing the performance that has been given to the expected performance. Providers of products or services that can provide satisfaction to customers, these customers will believe in the products or services provided so that by believing in these products or services there will be repeat purchases or customer loyalty will increase. Research on the relationship between customer satisfaction and trust is still very little done, so this is the reason for researchers being interested in doing this research. Research (Ratnasari, 2015) states that satisfaction performs positive and significant effect on customer trust on PT. Mitra Intertrans Forwarding Palu Branch. Research (Gultom et al., 2020) states that customer satisfaction has a positive and significant effect on customer trust in Star Hotels in Medan City. Research (Purnomo &

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Qomariah, 2019) and (Swatyas & Nyomanputumartini, 2022) states that satisfaction with a coefficient of 0.734, has a positive and significant effect on public trust.

The understanding and definition of organizational performance in the academic literature and some management research is very diverse, so it remains an issue and continues to develop (Azhad et al., 2015). Developments related to concepts include effectiveness, efficiency, economy, quality, behavioral consistency, and normative actions. According to (Fahmi, 2014), performance as a result obtained by the organization during a certain period. Therefore, organizational performance reflects the level of employee achievement and achievement of predetermined targets as well as the success of managers or organizational leaders in managing the organization. According to (Mangkunegara, 2018), performance is the ability to achieve organizational tasks by using resources effectively and efficiently. The intended resources include human resources, all assets, capabilities, organizational processes, company attributes, information and knowledge controlled by the company and the organization's ability to generate ideas or innovations as a form of competitiveness (Rivai & Mulyadi, 2012). Organizational performance is a collection of the performance of all existing resources in a company or organization (Qomariah, 2020). If an organization provides good performance, it will produce good products or services as well. Products or services that are produced well will provide a sense of satisfaction which will eventually make service users believe in the products and services that have been felt. Research on the relationship between organizational performance as represented by employee performance in an organization is still very little taken up in research, so this research was conducted. Research (Febrianti & Maulana, 2013) states that the perception of employee performance affects trust. Research (Djati & Darmawan, 2005) states that employee performance affects trust.

The discussion of innovation in the public sector and bureaucracy is a change in the main tasks and changes in the procedures for Regional Apparatus Organizations (OPD). According to (Makmur, 2015) innovation in public organizations is part of public sector management innovation which means the development of policy forms. This understanding observes the growth of the government bureaucracy area which is getting faster, so it must be responded to quickly in the form of changes in policies, main tasks and standard operating procedures. along with organizational culture. Thus, three important elements of innovation in public organizations, especially city government organizations are policies, new functions and tasks, SOPs and organizational culture that should be served (Achmad., 2014). Service innovation is a diversification in the field of service, both individually and publicly. Organizations that always create innovations for products or services will provide opportunities for customers to choose which products or services will provide a sense of satisfaction which will make customers believe in the product or service. Research on the relationship between service innovation and trust was conducted by (Purnomo & Qomariah, 2019) which stated that service innovation had no effect on trust. Research (Swatyas & Nyomanputumartini, 2022) states that service innovation affects trust.

Things that need attention other than trust are customer satisfaction or community satisfaction for public services. Satisfaction is a customer's feeling of pleasure after comparing the performance and expectations of a service. If the performance is greater than expectations, the customer will feel satisfied and vice versa if the performance is less than the expectation, the customer will be dissatisfied (Kotler & Keller, 2016). Customer satisfaction can also increase if there are innovation efforts in the field of services provided by service providers. Research on the relationship between service innovation and customer satisfaction was conducted by oleh (Sukarmen et al., 2013), (Muslichati & Wartini, 2015) which stated that service innovation can increase customer satisfaction. Research (Ghani & Brahmanto, 2015), (Antanegoro et al., 2017) states that innovation also affects customer satisfaction. Research conducted by oleh (Aditi & Hermansur, 2018), (Rahman, 2019), (Woor & Meliana, 2019), (Putra P & Kusumadewi, 2019), (Fillayata & Mukaram, 2020), (Fadhli et al., 2021)states that service innovation has an impact on customer satisfaction.

Customer satisfaction can also increase if organizational performance which is also a reflection of employee performance is good. If the performance of employees in providing services is carried out optimally, customers will feel satisfied with the services provided. Research on the relationship between employee performance and satisfaction was conducted by oleh (Djati & Darmawan, 2005) which stated that employee performance had an impact on customer satisfaction. Research that also links employee performance and customer satisfaction includes: (Virgiawansyah et al., 2013), (Maliki, 2015), (Siswadhi, 2016), (Nursiti & Fedrick, 2018), (Lisa & Nanik, 2019), (Maulana et al., 2019), (Pramularso, 2020), (Anita & Handari, 2021), (Dwi Cahya et al., 2021), (Rona Gah & Syam, 2022). Based on the theory of service innovation, organizational performance, customer satisfaction and trust as well as the results of previous research, the hypotheses that can be developed are: Hypothesis one (H1): Organizational performance has an effect on community satisfaction. Hypothesis two (H2): Local government service innovation has an effect on community satisfaction. Hypothesis three (H3): Organizational performance has an effect on public trust. Hypothesis four (H4): Service innovation has an effect on public trust. Hypothesis five (H5): Community satisfaction has an effect on public trust.

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RESEARCH METHODS

This research uses a survey method, which means a scientific method to obtain data for certain purposes and uses. The population in this study is the community of all villages in Banyuwangi Regency as many as 1,749,773 people as of December 2021 spread over 200 villages. With an error rate of 5% included in the Slovin formula, 400 respondents were obtained as samples in this study. The variables in this study consisted of independent variables, namely: organizational performance (X1), local government innovation (X2). The community satisfaction variable (Z) is the intervening variable, and the public trust variable is the dependent variable. Descriptive analysis is used to analyze data by describing or describing the data that has been collected as it is without intending to make generally accepted conclusions or generalizations. Hypothesis testing is done by testing variance-based SEM or Partial Least Square (SEM-PLS) with the WarpPLS 6.0 program. SEM-PLS. testing of data validity and data reliability is done by testing the outer model and testing the structural model (inner model).

RESULTS AND DISCUSSION

Characteristics of Respondents

Characteristics of respondents' descriptions in this study based on gender, age, and last education are presented in Table 2.

Table 2. Characteristics of Respondents

Characteristics of Respondents		Respondent	Percentage
Gender	Man	133,0	33,25
	Woman	267,0	66,75
Total		**109**	400,00
Age	< 20 years	22,0	5,50
	20 - 30 years	121,0	30,25
	31 - 40 years	114,0	28,50
	41 - 50 years	55,0	13,75
	51 - 60 years	88,0	22,00
Total		**400**	**100%**
	Primary school	72,0	18,00
	Junior High School	82,0	20,50
Education	Senior High School	15,0	38,25
	Bachelor	93,0	23,25
Total		**400,00**	**100.00**

Research Validity Test Results

The test results to test the validity of the data related to the measuring instrument used in this study based on calculations with WarpPLS version 6.0 are presented in Table 3.

Table 3. Combined Loadings And Cross-Loadings

	X2	Z	Y	Type (a	SE	P value
X1.1	0.7930	-0.0460	0.0830	-0.1290	Reflect	0.0450	<0.001
X1.2	0.7760	0.2770	-0.3730	-0.4180	Reflect	0.0450	<0.001
X1.3	0.7730	-0.5870	-0.325	0.8370	Reflect	0.0450	<0.001
X1.4	0.8110	0.1570	0.3230	-0.287	Reflect	0.0450	<0.001
X1.5	0.750	0.1960	0.284	0.0160	Reflect	0.0450	<0.001
X2.1	0.0950	0.8230	-0.0450	0.3130	Reflect	0.0450	<0.001
X2.2	0.0610	0.7880	-0.1060	0.1690	Reflect	0.0450	<0.001
X2.3	-0.3510	0.6910	0.6190	-0.8060	Reflect	0.0460	<0.001
X2.4	0.1460	0.8010	-0.3840	0.2080	Reflect	0.0450	<0.001
Z1	-0.2000	0.2060	0.8520	-0.4600	Reflect	0.0450	<0.001
Z2	-0.0880	-0.7350	0.7640	0.8070	Reflect	0.0450	<0.001
Z3	0.0040	-0.0940	0.7100	-0.398	Reflect	0.0450	<0.001
Z4	0.3810	0.7330	0.6970	0.0940	Reflect	0.0460	<0.001

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Y1	-0.1800	-0.2500	0.2740	0.8610	Reflect	0.0440	<0.001
Y2	0.1520	-0.5180	0.5420	0.7820	Reflect	0.0450	<0.001
Y3	0.1520	-0.1490	-0.5020	0.7540	Reflect	0.0450	<0.001
Y4	-0.1000	0.9370	-0.3600	0.7820	Reflect	0.0450	<0.001

The calculation results based on the analysis using WarpPLS version 6.0, which are presented in Table 3., show that each value on the cross-loading factor has reached a value above 0.7 with a p-value below 0.001. Thus it can be concluded that the convergent validity test criteria have been met in the study for the measuring instrument used.

Results of Research Reliability Test Analysis

Reliability testing is carried out with the aim of ensuring that the instrument or measuring instrument used in this study can present measurement concepts consistently without any bias. The results of data analysis for the research reliability test using WarpPLS version 6.0 analysis are presented in Table 4.

Table 4. Research Data Reliability Test Results

Variable	Composite reliability	Cronbach's alpha
Organization Performance	0.8860	0.8400
Local Government Innovation	0.8590	0.7800
Community satisfaction	0.8280	0.7200
Trust satisfaction	0.8730	0.8060

The indicator used in conducting the reliability test is to look at the value of the composite reliability coefficients and Cronbach's alpha coefficients. If the value of composite reliability coefficients and Cronbach's alpha coefficients is greater than 0.7 then it is said to be reliable and vice versa. The results of the analysis of the reliability test of the research data, which are presented in Table 4., indicate that the questionnaire instrument in this study has met the requirements of the required reliability test.

Inner Model Evaluation Results

Direct Effect Path Coefficient Calculation

This section describes each path in the model section using path analysis. Each path tested shows the direct and indirect effect of organizational performance (X1) and local government innovation (X2) on community satisfaction (Z) and public trust (Y) at the Banyuwangi Regency Population and Civil Registration Service. By knowing whether or not each path is significant, it will answer whether the proposed hypothesis is accepted or rejected. Each path tested represents the hypothesis in this study. The path coefficient values in this study are presented in Table 5.

Table 5. Value of Direct Effect Path Coefficient

No.	Independent Variable	Dependent Variable	Path Coefficient (β)	ρ-value	Information
1.	Organization Performance	Community Satisfaction	0,4280	<0.001	Significant
2.	Local Government Innovation	Community Satisfaction	0,4760	<0.001	Significant
3.	Organization Performance	Community Trust	0,196	<0.001	Significant
4.	Local Government Innovation	Community Trust	0,3650	<0.001	Significant
5.	Community Satisfaction	Community Trust	0,4080	<0.001	Significant

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Result of Indirect Influence Path Coefficient Calculation

Indirect effect testing is done by looking at the results of the path tested, if all the paths traversed are significant then the indirect effect is also significant, and if there is a non-significant path then the indirect effect is said to be non-significant. The indirect effect path coefficients are presented in Table 6.

Table 6. Coefficient of Indirect Influence Path

Independent Variable	Intervening Variabel	Dependent Variable	Path coefficient	ρ-value	Information
Organization Performance	Community Satisfaction	Community Trust	0,1750	<0.001	Significant
Local Government Innovation	Community Satisfaction	Community Trust	0,1940	<0.001	Significant

The indirect effect of organizational performance (X1¬) on the variable of public trust (Y) through the intervening variable of community satisfaction (Z) is 0.175 which is greater than the direct effect of the variable of organizational performance (X1) on the variable of public trust (Y) which is equal to 0.196. Besides that, the indirect effect of the local government innovation variable (X2) on public trust (Y) through the community satisfaction intervening variable (Z) is 0.194, which is smaller than the direct influence of the local government innovation variable (X2) on the public trust variable (Y).) which is equal to 0.365. Thus it can be stated that organizational performance (X1) affects public trust (Y) through community satisfaction (Z) with a value greater than the direct effect. while local government innovation (X2) affects public trust (Y) through community satisfaction (Z) with a smaller value than the direct effect.

Total Effect Path Coefficient Calculation Results

The calculation of the total effect or total effect is to add up the value of direct and indirect effects. The calculation of the total influence path coefficient in this study is presented in Table 7.

Table 7. Results Calculation of Total Effects

No.	Independent Variable	Dependent Variable	Direct	Indirect	Total Effects
1.	Organization Performance	Community Satisfaction	0,4280	-	0,4280
2.	Local Government Innovation	Community Satisfaction	0,4760	-	0,4760
3.	Organization Performance	Community Trust	0,1960	0,1750	0, 3700
4.	Local Government Innovation	Community Trust	0,3650	0,1940	0, 5590
5.	Community Satisfaction	Community Trust	0,4080	-	0,4080

Based on the results of the path coefficient calculation, it appears that: the total effect of organizational performance (X1) on public trust (Y) is 0.370 with details of the direct effect of 0.196 and the indirect effect of 0.175. The total influence of local government innovation (X2) on public trust (Y) is 0.559 with details of the direct effect of 0.365 and the indirect effect of 0.194. Based on statistical calculations, the independent variable that has the strongest influence on the community satisfaction variable (Z) is the local government innovation variable (X2), which is 0.476. While the independent variable that has the strongest influence on the public trust variable (Y) is public satisfaction (Z) which is 0.408, and the independent variable that has an influence on the public trust variable (Y) through the intervening variable of community satisfaction (Z) is the government innovation variable. area (X2) that is equal to 0.194.

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Results of the Research Hypothesis Model

Hypothesis testing is based on the results of the analysis of the SEM model with Warp PLS version 6.0 which contains all the variables supporting the hypothesis test. The PLS model with the addition of the community satisfaction variable as a mediating variable explains that the addition of the variable will provide an additional contribution as an explanation of public trust.
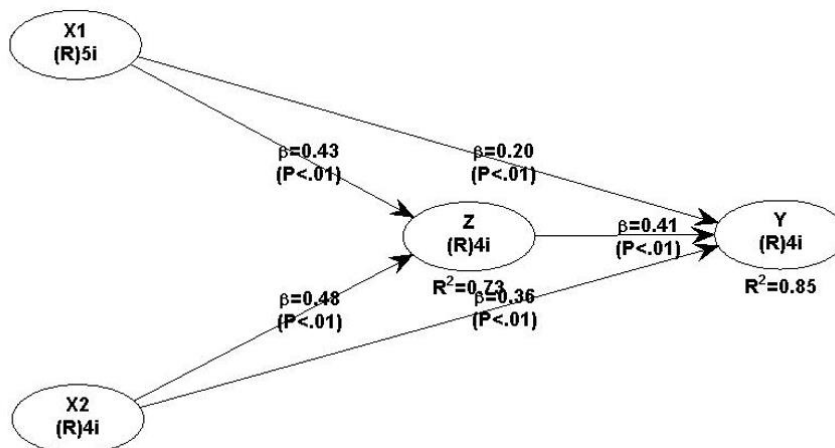
Figure 1. Path Analysis Results

DISCUSSION

The Effect of Organizational Performance on Community Satisfaction.

Based on the results of testing and data analysis, the results obtained which state that organizational performance has a significant effect on community satisfaction at the Banyuwangi Regency Population and Civil Registration Service. This can be due to aspects related to organizational performance that have an impact on community satisfaction. Organizational performance aspects include: cost reduction, employee productivity, product and service quality, customer satisfaction and organizational reputation. (Dessler, 2016), said that organizational performance is the basis for service marketing, because the core product being marketed is a performance (quality), and it is performance that is purchased by customers, therefore the quality of service performance is the basis for service marketing. The focus of relationship marketing is to get and keep customers. According to (Luthans, 2014), performance is the quantity and quality of the work produced or services provided by someone who does work in the organization. (Fahmi, 2014), provides a definition of performance as the results obtained by the organization during a certain period. Therefore, organizational performance reflects the level of achievement and achievement of predetermined targets and the success of managers or organizational leaders in managing the organization. According to (Rivai & Mulyadi, 2012), organizational performance is the success of personnel, teams or organizations in realizing strategic goals that have been previously set with the expected behavior. Research that also discusses the relationship between performance and customer satisfaction was carried out by: (Virgiawansyah et al., 2013), (Maliki, 2015), (Siswadhi, 2016), (Nursiti & Fedrick, 2018), (Lisa & Nanik, 2019), (Maulana et al., 2019), (Pramularso, 2020), (Anita & Handari, 2021), (Dwi Cahya et al., 2021), (Rona Gah & Syam, 2022).

The Influence of Local Government Innovation on Community Satisfaction.

Based on the results of testing and data analysis, it was found that local government innovations had a significant effect on community satisfaction with the services of the Banyuwangi Regency Population and Civil Registration Service. This is due to aspects related to local government innovations that have had a positive impact on the satisfaction of the people of Banyuwangi Regency for the services of the Banyuwangi Regency Population and Civil Registration Service. The innovation aspects of the local government include: environmental level, organizational level, convenience and employee autonomy. Organizational innovation can be defined as new ways of managing performance, and carried out within an organization to encourage and promote competitive advantage. At the heart of organizational innovation is the need to improve or change a product, process or service. Innovation has a meaning that is not only limited to building and updating but can also be defined broadly, utilizing new ideas to create products, processes, and services (Kotler & Keller, 2016). Meanwhile, in previous studies that also discussed the relationship between innovation and customer satisfaction, it was carried out by: (Sukarmen et al., 2013), (Muslichati & Wartini, 2015),

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(Fillayata & Mukaram, 2020), (Fadhli et al., 2021), (Ghani & Brahmanto, 2015), (Antanegoro et al., 2017), (Aditi & Hermansur, 2018), (Rahman, 2019), (Woor & Meliana, 2019), (Putra P & Kusumadewi, 2019).

The Effect of Organizational Performance on Public Trust.

Based on the results of testing and data analysis, the results obtained which state that organizational performance has a significant effect on public trust in Banyuwangi Regency. This could be due to aspects related to organizational performance that have been able to create public trust. Organizational performance aspects include: cost reduction, employee productivity, product and service quality, customer satisfaction and organizational reputation. According to (Kotler & Keller, 2016), defining trust is the company's willingness to depend on business partners. Trust depends on several interpersonal and inter-organizational factors such as performance, competence, integrity, honesty and kindness. Building trust can be difficult in online situations, companies impose stricter rules on their online business partners than other partners. Business buyers worry that they will not get the right quality product or service delivered to the right place at the right time, and vice versa. Based on the opinion (Kotler, 2015), it shows that public trust depends on how the performance of the Banyuwangi Regency Disdukcapil employees. Good employee performance will certainly be seen from several aspects such as document quality, excellent service and so on, with these aspects, of course the community will give a form of trust to the organization and employees of the Banyuwangi Regency Disdukcapil. Meanwhile, in this study, there are significant similarities in results with previous research conducted by (Febrianti & Maulana, 2013) stating that the perception of employee performance affects trust. Research (Djati & Darmawan, 2005) states that employee performance affects trust.

The Influence of Local Government Innovation on Public Trust.

Based on the results of testing and data analysis, the results obtained which state that local government innovation has a significant effect on public trust in Banyuwangi Regency. This can be due to aspects related to local government innovation that have been able to create public trust in Banyuwangi Regency. In this case, if the Banyuwangi Regency Government through the Banyuwangi Regency Disdukcapil has excellent regional innovation and of course it will create good public trust as well. The discussion of innovation in the public sector and bureaucracy is a change in the main tasks and changes in the procedures for Regional Apparatus Organizations (OPD). Cohen and Eimicke, define innovation in public organizations as part of public sector management innovation which means the development of new forms of Standard Operational Procedure (SOP) policies by city government agencies in dealing with public policy problems (Achmad., 2014). This understanding observes the increasingly rapid growth of the government bureaucratic area, so that it must be responded to quickly in the form of changes in policies, main tasks and standard operating procedures along with organizational culture whose final output is to increase efficiency in providing services to the community so as to form a level of community satisfaction. This study has significant similarities with previous research conducted by: (Swatyas & Nyomanputumartini, 2022) stating that service innovation has an effect on trust. While research (Purnomo & Qomariah, 2019) states that service innovation has no effect on trust.

The Effect of Community Satisfaction on Public Trust.

Based on the results of testing and data analysis, the results obtained which state that community satisfaction has a significant effect on public trust in Banyuwangi Regency. This could be due to aspects of community satisfaction related to the people's trust in Banyuwangi Regency. Aspects of community satisfaction are the suitability of expectations, interest in revisiting and recommending. In this case, after adjusting the organizational performance and community satisfaction of Banyuwangi Regency. People who are satisfied with the services of the Banyuwangi Regency Disdukcapil will have a tendency to increase their trust. Satisfaction reflects a person's assessment of his perceived product performance (or outcome) in relation to expectations. According to (Buchari, 2007), states that a person's feelings of pleasure or disappointment arise because of comparing the perceived performance of the product (or outcome) against their expectations. According to (Mu'ah & Masram, 2014), defining satisfaction is the level of one's feelings after comparing performance or perceived results with expectations. Public satisfaction with the performance of government services needs to be continuously measured and compared. One way to measure people's satisfaction with government services is to use the Community Satisfaction Index. Minister of State Apparatus Empowerment Decree (KEPMENPAN) No. 25 of 2004 concerning General Guidelines for Compiling the Community Satisfaction Index of Government Service Unit Service Units states that the Community Satisfaction Index is data and information on the level of community satisfaction obtained from quantitative and qualitative measurements of public opinion in obtaining services. from the apparatus of public service providers by comparing their expectations and needs. As for this study, there are significant similarities with previous research conducted by (Purnomo & Qomariah, 2019) dan (Swatyas & Nyomanputumartini, 2022) which state that satisfaction has a positive and significant effect on trust.

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The Effect of Organizational Performance on Trust Through Community Satisfaction.

Based on the sixth hypothesis, organizational performance affects public trust through community satisfaction. After testing and analyzing the data, the results showed that the indirect effect of organizational performance (X1¬) on the public trust variable (Y) through the intervening variable of community satisfaction (Z). The test results show that the direct effect of organizational performance has a greater value than the indirect effect. This shows that the community does not pay attention to how satisfied they are from the aspects of the service received, if the performance of the Banyuwangi Regency Civil and Civil Registry employees is good, of course the overall service and service output produced will be maximized. So, it can be concluded that the role of community satisfaction in this study does not have a significant role in increasing public confidence in the Banyuwangi Regency Population and Civil Registration Service (Disdukcapil) because the organizational performance variable has covered the entire service both from facilities and infrastructure as well as employee attitudes/competencies in serve the community.

The Influence of Local Government Innovation on Trust Through Community Satisfaction.

Based on the seventh hypothesis, local government innovations affect public trust through community satisfaction. After testing and analyzing the data, the results showed that the indirect effect of the local government innovation variable (X2) on public trust (Y) through the intervening variable of community satisfaction (Z) with the value of the direct influence being greater than the indirect effect. This shows that service innovation from the local government through the Banyuwangi Regency Population and Civil Registration Service (Disdukcapil) is able to create a sense of trust in the people of Banyuwangi Regency in administrative matters. Some of the innovations of the Banyuwangi Regency Disdukcapil are the availability of ADM (Independent Dukcapil Pavilion) machines, services via online (WA & website), Adminduk service points spread throughout Banyuwangi Regency. These innovations are certainly intended to provide convenience and efficiency of service to the community which turns out to have a positive impact on the satisfaction and trust of the people of Banyuwangi Regency.

CONCLUSIONS AND RECOMMENDATIONS

Based on the theory related to the research theme, previous research and the research findings that have been described, the conclusions in this study are as follows: the first conclusion is that organizational performance has a positive and significant effect on people's satisfaction in Banyuwangi Regency. the second conclusion is that local government innovation has a positive and significant effect on the satisfaction of the people of Banyuwangi Regency. The third conclusion is that organizational performance has a positive and significant effect on public trust in Banyuwangi Regency. The fourth conclusion is that local government innovation has a positive and significant effect on the public trust of Banyuwangi Regency. The fifth conclusion is that community satisfaction has a positive and significant effect on the trust of the people of Banyuwangi Regency. The sixth conclusion is that there is an indirect influence of organizational performance on the variable of public trust through the intervening variable of community satisfaction in Banyuwangi Regency, which is smaller than the direct effect. This proves that the performance of local organizations overrides the role of satisfaction to increase public trust, because the value of the direct influence is greater than the indirect effect. The seventh conclusion is the indirect effect of the local government innovation variable on public trust through the intervening variable of community satisfaction in Banyuwangi Regency which is smaller than the direct effect. This proves that local government innovation overrides the role of satisfaction to increase public trust, because the value of its direct influence is greater than its indirect effect.

Based on the conclusions obtained in this study, suggestions are proposed as a complement to the results of the study, namely: for practical advice, that is, although the results of the study show a significant influence on organizational performance on the satisfaction and trust of the people of Banyuwangi Regency, the Disdukcapil of Banyuwangi Regency still needs to improve service performance. especially on the efficiency and ease of public access to Adminduk services and to maintain public trust. Because effective and efficient organizational performance will lead to community satisfaction so as to encourage people to believe in the Disdukcapil Banyuwangi Regency. In addition, the community will give a positive response by giving a positive assessment of the Disdukcapil Banyuwangi Regency. for the first academic suggestion, it is necessary to conduct further research on factors of satisfaction and public trust in addition to organizational performance, and innovations from the Banyuwangi district government, such as company image and product quality and services offered. The second academic suggestion is that for future research it is advisable to examine organizational performance, local government innovation and satisfaction that affect public trust with other types of services so that they can be used as comparisons and complement further research. The third academic suggestion is that for future research it is recommended to look for a different and wider scope of respondents from this research.

Increasing Community Trust and Satisfaction Based on Organizational Performance and Local Government Innovation

The sample used should also be more than the sample in this study, thus further research can provide a better picture of the influence of organizational performance, innovation and satisfaction on public trust.

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