

CITIZEN JOURNALISM AS A MODERATING OF POLICE SERVICE QUALITY AND PUBLIC SATISFACTION

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Abstract

This study aims to examine the moderating role of citizen journalism in the relationship between service quality and public satisfaction with police services in Indonesia. The uniqueness of this study lies in the use of citizen journalism as a moderator variable in the model of police service satisfaction, a topic that has been studied very rarely in Indonesia. The study employs a quantitative approach using primary data. The validity and reliability of the instrument were tested using SPSS version 25 on 30 respondents. Data collection was conducted both offline and online among the public (university faculty members) who had previously received services related to the issuance or renewal of driver's licenses and/or vehicle registration certificates in the Jakarta, Depok, and Bekasi (Jadebek) areas. A total of 430 out of 450 potential respondents met the criteria and were contacted using purposive sampling. Data analysis was performed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) via SmartPLS. The results show that integrity, interactivity, responsiveness, and service capacity influence public satisfaction both directly and indirectly through citizen journalism. Similarly, integrity, interactivity, responsiveness, and service capacity influence citizen journalism. Citizen journalism influences public satisfaction. Transparency doesn't significantly influence citizen journalism or public satisfaction. Similarly, citizen journalism doesn't moderate the relationship between transparency and public satisfaction. This study is limited to respondents who are university lecturers and have received driver's license and/or vehicle registration services in the Jakarta-Bogor-Bekasi region; therefore, generalizing the findings to other regions or population groups should be done with caution.

Keywords: Citizen Journalism, Indonesia, Public Satisfaction, Police Services, Service Quality.



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INTRODUCTION

Public services provided by government agencies are generally monopolistic in nature, making service quality a key factor in building public trust and satisfaction. In the era of digital transformation, the Fourth Industrial Revolution, and the growing concept of smart governance, public expectations

regarding police services have undergone significant changes. The police are no longer viewed merely as a law enforcement institution but also as a provider of public services that is expected to deliver services that are transparent, responsive, interactive, integrity-driven, and easily accessible. These shifting expectations require the police to develop citizen-centric service models in order to improve service quality while maintaining public trust.

Various studies have identified transparency, integrity, interactivity, responsiveness, and service capability as the key dimensions of smart public service quality that influence public satisfaction (Yang, 2018; Chatfield & Reddick, 2019; Kankanhalli et al., 2019; Keyser et al., 2019). Transparency enhances accountability and public trust; integrity reflects the professionalism of public officials; interactivity strengthens communication between service providers and the public; responsiveness demonstrates the ability to deliver services in a timely manner; and service capability makes it easier for the public to access services (Ali & Raza, 2017; Wu, Ma, & Yu, 2017; Li & Shang, 2020; Ekaabi et al., 2020). Therefore, service quality is a key determinant in shaping public satisfaction with police services.

Although the relationship between service quality and public satisfaction has been extensively studied, most research still focuses on the direct effect of service quality on satisfaction. Studies by Lovelock and Wirtz (2021), Ekaabi et al. (2020), and Ratnesh et al. (2023) show that dimensions of service quality have a positive effect on public satisfaction. However, these studies have not yet considered how the dynamics of digital information spreading through social media might influence this relationship. In other words, the mechanisms explaining how public perceptions are formed through the dissemination of information by the public itself (citizen journalism) have not yet been extensively examined, particularly in the context of public police services in Indonesia (Henry, 2023).

The rise of social media has spurred the emergence of citizen journalism as a source of public information characterized by its speed, wide reach, and potential to go viral. Citizen journalism enables the public to share their experiences with police services, thereby shaping public opinion in a relatively short period of time (Cohen, 2017). Previous research has shown that citizen journalism can enhance transparency, accountability, and public participation in the oversight of public services (Williams & Duffy, 2011). However, most studies still view citizen journalism merely as a phenomenon of communication or public participation, rather than as a mechanism that explains the relationship between service quality and public satisfaction (Wojdynski and Kalyanaraman, 2016; Horoub, 2023).

The literature has extensively discussed the impact of service quality on public satisfaction. However, there has been little in-depth discussion of the role of citizen journalism in explaining this relationship, particularly with regard to public police services in Indonesia. Existing studies have not clarified whether the dissemination of information through citizen journalism strengthens or, conversely, weakens the impact of service quality on public satisfaction (Sudaryanto et al., 2024). Furthermore, the impact of the subjectivity of information published by the public on the evaluation of police service quality is still rarely discussed in the literature (Siringoringo et al., 2024). In fact, in the era of digital media, public perceptions of a service are shaped not only by personal experiences but also by the experiences of others shared across various social media platforms.

Given this gap, this study is critical to providing an in-depth understanding of how police agencies can integrate the dynamics of citizen journalism into strategies for improving the quality of public services. The research findings are expected to provide insights for policymakers in designing police services that are more responsive to developments in digital information while simultaneously increasing public trust and satisfaction. Thus, this study not only addresses a theoretical gap but is also expected to offer practical solutions to the challenges of public service in the era of service digitization.

This study uses the Theory of Planned Behavior (TPB) and Expectation Disconfirmation Theory (EDT) as its conceptual framework. TPB is used to explain the public's tendency to participate in citizen journalism activities, while EDT is used to explain the formation of public satisfaction based on the alignment between expectations and the performance of the services received. The integration of these two theories produces a conceptual framework capable of explaining the relationship between service quality, citizen journalism, and public satisfaction more comprehensively. This study aims to analyze the influence of interactivity, integrity, transparency, responsiveness, and service capability on citizen journalism and public satisfaction, as well as to analyze the role of citizen journalism as a mediating variable in the relationship between service quality dimensions and public satisfaction regarding driver's license and vehicle registration renewal services in the Jakarta, Depok, and Bekasi (Jadebek) region.

The main contribution of this study lies in the development of a public satisfaction model that integrates citizen journalism as a mechanism to explain the relationship between service quality and

public satisfaction in the context of public police services in Indonesia (Bouranta et al., 2015; Lum and Nagin, 2017; Hickman et al., 2016). Theoretically, this study expands the application of TPB and EDT to the study of digital public service quality. Empirically, this study provides evidence regarding the factors that influence public satisfaction with police services. Practically, the study's findings are expected to serve as a foundation for the Indonesian National Police in formulating public service policies that are more transparent, responsive, and adaptive to the evolving dynamics of digital information in society (Bouchefra, 2016).

RESEARCH METHOD

This study employs a quantitative approach using the explanatory survey method to test the causal relationships among variables and to test the research hypotheses. This approach was chosen because it can explain the influence of service quality, comprising the dimensions of interactivity, integrity, transparency, responsiveness, and service capability on public satisfaction, with citizen journalism serving as a moderating variable.

This study was conducted to assess the quality of services related to the issuance and renewal of Driver's Licenses (SIM) and Motor Vehicle Registration Certificates (STNK) at police service offices in the Jakarta, Depok, and Bekasi (Jadebek) areas. The research subjects were members of the public who had previously received services for the issuance or renewal of a SIM and/or STNK, either at police service offices or through mobile SIM services.

The data used consists of primary data collected via a structured questionnaire. The research instrument was developed based on theory and previous research findings to measure five independent variables such as interactivity, integrity, transparency, responsiveness, and service capability with one moderating variable is citizen journalism and one dependent variable is public satisfaction. The operational definitions of the variables, indicators, measurement scales, and sources used in developing the instrument are presented in Table 1.

Table 1. Variables measurement and references

Variable	References	Questionnaire Statements
Interactivity	Loiacono et al., 2002; Parasuraman et al., 2005; Srinivasan et al., 2002	1. The service officer greeted me and/or asked about my needs soon as I arrived.
		2. The service officer explained the procedures I have to follow very well and clearly.
		3. The service officer provided assistance when I had difficulties in following the process stages.
		4. The service officer was friendly and/or responsive to my questions.
		5. I felt listened to by the service officer during the process.
		6. The service officer often interrupted me and/or did not give me the opportunity to complete my explanation.
		7. The service officer did not show empathy for my situation and/or seemed indifferent.
		8. The service officer was busier with other things and/or did not focus on my service process.
Integrity	Bauer et al., 2006; Chen et al., 2017; Kaptein and Avelino, 2005; Kaptein and Reenen, 2001; Lee and Lin, 2005; Parasuraman et al., 2005; Van Ryzin, 2011	1. My personal information is kept confidential by the officer.
		2. The service officer complies with the rules and/or ethical standards in service.
		3. I believe the service officer acts honestly and/or fairly.
		4. The service officer respects my rights as a customer.
		5. I feel the service officers are professional in every interaction.
		6. The service officers do not show a sense of fairness and/or equality in service.
		7. The service officers show rude and/or unfriendly behavior during the service process.

Variable	References	Questionnaire Statements
Transparency	Bauer et al., 2006; Kim and Kim, 2016; Parasuraman et al., 2005; Prasad and Sharma, 2015.	1. Information related to service procedures is provided transparently by service officers. 2. It is easy to access required information. 3. The service officers provide a complete explanation of the costs and requirements of service requested. 4. I feel the service process is transparent and/or there is no element of deviation. 5. I can clearly understand the steps I must take in to receive the service. 6. Information related to the service procedures is not updated regularly. 7. Information on the service procedures is not available in various easily accessible formats.
Responsivity	Bauer et al., 2006; Candiello et al., 2012; Giovannini et al., 2015; Menezes et al., 2016; Parasuraman et al., 2005.	1. The service officers respond to my questions or requests quickly. 2. I feel the service officers are ready to help quickly in resolving the problems I face. 3. The service officers provide information efficiently 4. I feel the service officers give full attention when serving me. 5. I am satisfied with the level of responsiveness of the service officers in responding to my needs. 6. I am not satisfied with the level of responsiveness of the service provided. 7. I feel it is better to find another service provider. 8. The service officers often do not provide clear and/or satisfactory answers to my questions.
Serviceability	Jung et al., 2018; Karjaluo et al., 2018; Parasuraman et al., 2005; Yuen and Chan, 2010.	1. The provision of service support systems such as the availability of computers, etc is adequate. 2. The service process runs smoothly and/or efficiently without any obstacles. 3. I feel the service officers provide quality service during interaction. 4. The officers provide prompt service during interaction. 5. I am satisfied with the service I received. 6. The internet network at the service office is unstable and/or often slow/weak. 7. The queuing system is inefficient and often causes long waiting times.
Citizen Journalism	Bullock, 2018	1. I want to contribute in providing reviews based on my experiences. 2. I share accurate opinions related to the services I received in social media. 3. I verify every opinion related to services shared in social media. 4. I have the freedom to inform my experience related to the services. 5. I am responsible for what I report regarding the services I perceive. 6. I create interesting and factual opinions about the services using pictures or videos. 7. I post opinions about the services through my social media such as Facebook, Whatsapp Instagram, Twitter and Tiktok.

Variable	References	Questionnaire Statements
Public Satisfaction	Stavrianea and Kamenidou, 2021; Hidayatullah et al., 2020; Hasan et al., 2020; Lu et al., 2020; Kanwel et al., 2019.	1. The process of the service is smooth.
		2. Information regarding the requirements and procedures of the service is easy to understand.
		3. The police service is on time accordance with the applicant's expectations/hopes.
		4. The service process is completed quickly and/or responsively.
		5. Information related to the costs and requirements is in accordance with the procedure.

Sampling was conducted using a purposive sampling technique, which involves selecting respondents based on specific criteria established in accordance with the research objectives. A total of 450 potential respondents were contacted, consisting of 145 respondents via offline questionnaire distribution and 290 respondents via online questionnaire distribution using Google Forms shared through various social media platforms. A total of 15 potential respondents did not meet the criteria or were unwilling to participate, while 5 questionnaires were deemed incomplete and therefore could not be used in the analysis. Thus, the number of respondents whose data met the criteria for analysis was 430. To ensure data quality, the questionnaire was distributed only to respondents who met the inclusion criteria. The completion of the online questionnaire was monitored to minimize duplicate responses through a respondent identity verification process. Before completing the questionnaire, all respondents received an explanation of the study's objectives, data confidentiality, and their right to participate voluntarily.

The research instruments were first subjected to a pilot test to ensure the clarity of the survey items. Next, the quality of the instruments was evaluated through validity and reliability testing during the measurement model analysis stage using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The internal consistency of the instruments was evaluated using Cronbach's Alpha and Composite Reliability (CR) values, with values above 0.70 indicating adequate reliability. Data analysis was conducted using SmartPLS software because the PLS-SEM method is suitable for simultaneously analyzing relationships among latent variables, including testing for moderating effects. The analysis stages included: 1. Descriptive analysis, to describe the characteristics of the respondents and the distribution of responses for each research variable. 2. Evaluation of the measurement model (outer model), which includes testing convergent validity using outer loadings and Average Variance Extracted (AVE), discriminant validity using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT), and construct reliability using Cronbach's Alpha and Composite Reliability. 3. Evaluation of the structural model (inner model), which includes testing the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and the model's predictive ability. 4. Bootstrapping, to test the significance of direct effects, indirect effects, total effects, and moderation effects using t-statistics and p-values.

The research was conducted from July 2021 to July 2024 and included the following stages: a literature review, the preparation of a research proposal, the development and testing of research instruments, data collection, and the analysis and interpretation of the research results.

RESULTS AND DISCUSSION

During data collection, data were successfully collected from 430 respondents. The first step in validating the developed model was to run the PLS algorithm. This step was performed to examine convergent and discriminant validity. Using Smart PLS, the factor loadings for the convergent validity test yielded indicators measured based on outer loadings. The requirement for proceeding to the next step is a minimum convergent validity factor loading value of 0.6. As shown by the results of the convergent validity test, three interactivity indicators (INT 6, 7, and 8), one integrity indicator (IGR 6), and three responsiveness indicators (RESP 6, 7, and 8) had values below 0.6. After excluding all of these indicators, the convergent validity test was repeated using Smart PLS. After the second test, all indicators demonstrated convergent validity. Convergent validity can also be demonstrated by the average variances extracted (AVE). For this purpose, an AVE value of 0.5 or higher is used to establish convergent validity. The AVE values for all latent variables were above 0.5, so data processing could proceed by fitting the data into the model using path analysis techniques.

The Fornell-Larker criterion was used to analyze discriminant validity. Table 2 shows the results of the discriminant validity test. The reference value for the Fornell-Larker criterion is less than 1, and all the values are less than 1. This means that discriminant validity is met.

Model Fitting and Hypotheses Testing

The results of the hypothesis testing are presented in Table 2 and Table 3, where only the direct effect of transparency on public satisfaction (H3) and the direct effect of transparency on citizen journalism (H8) were not significant. Thus, H1, H2, H4 through H7, and H9 through H11 were found to be significant.

Table 2. Hypotheses test of direct effect.

	T Statistics (O/STDEV)	P Values	Hypothesis
Citizen Journalism → Public Satisfaction	4.111	0.000	Accepted
Integrity → Citizen Journalism	2.098	0.036	Accepted
Integrity → Public Satisfaction	4.264	0.000	Accepted
Interactivity → Citizen Journalism	2.598	0.010	Accepted
Interactivity → Public Satisfaction	1.738	0.083	Rejected
Responsivity → Citizen Journalism	2.469	0.014	Accepted
Responsivity → Public Satisfaction	3.204	0.001	Accepted
Serviceability → Citizen Journalism	4.153	0.000	Accepted
Serviceability → Public Satisfaction	2.120	0.035	Accepted
Transparency → Citizen Journalism	0.626	0.531	Rejected
Transparency → Public Satisfaction	1.359	0.175	Rejected

The indirect effects of exogenous variables on endogenous variables are shown in Table 3. It is clear that interactivity, responsiveness, and service capacity indirectly influence public satisfaction through citizen journalism. Conversely, the indirect effect of integrity on public satisfaction through citizen journalism, as well as the indirect effect of transparency on public satisfaction through citizen journalism, are not significant.

Table 3. Hypotheses tests of indirect effect

	T Statistics (O/STDEV)	P Values	Hypothesis
Integrity → Citizen Journalism → Public Satisfaction	1.886	0.060	Rejected
Interactivity → Citizen Journalism → Public Satisfaction	2.290	0.022	Accepted
Responsivity → Citizen Journalism → Public Satisfaction	2.087	0.037	Accepted
Serviceability → Citizen Journalism → Public Satisfaction	2.550	0.011	Accepted
Transparency → Citizen Journalism → Public Satisfaction	0.619	0.536	Rejected

Path diagrams were constructed and analyzed. To measure direct and indirect effects, as well as the r-squared value, bootstrapping results were used, as shown in Figure 1 and Table 4.

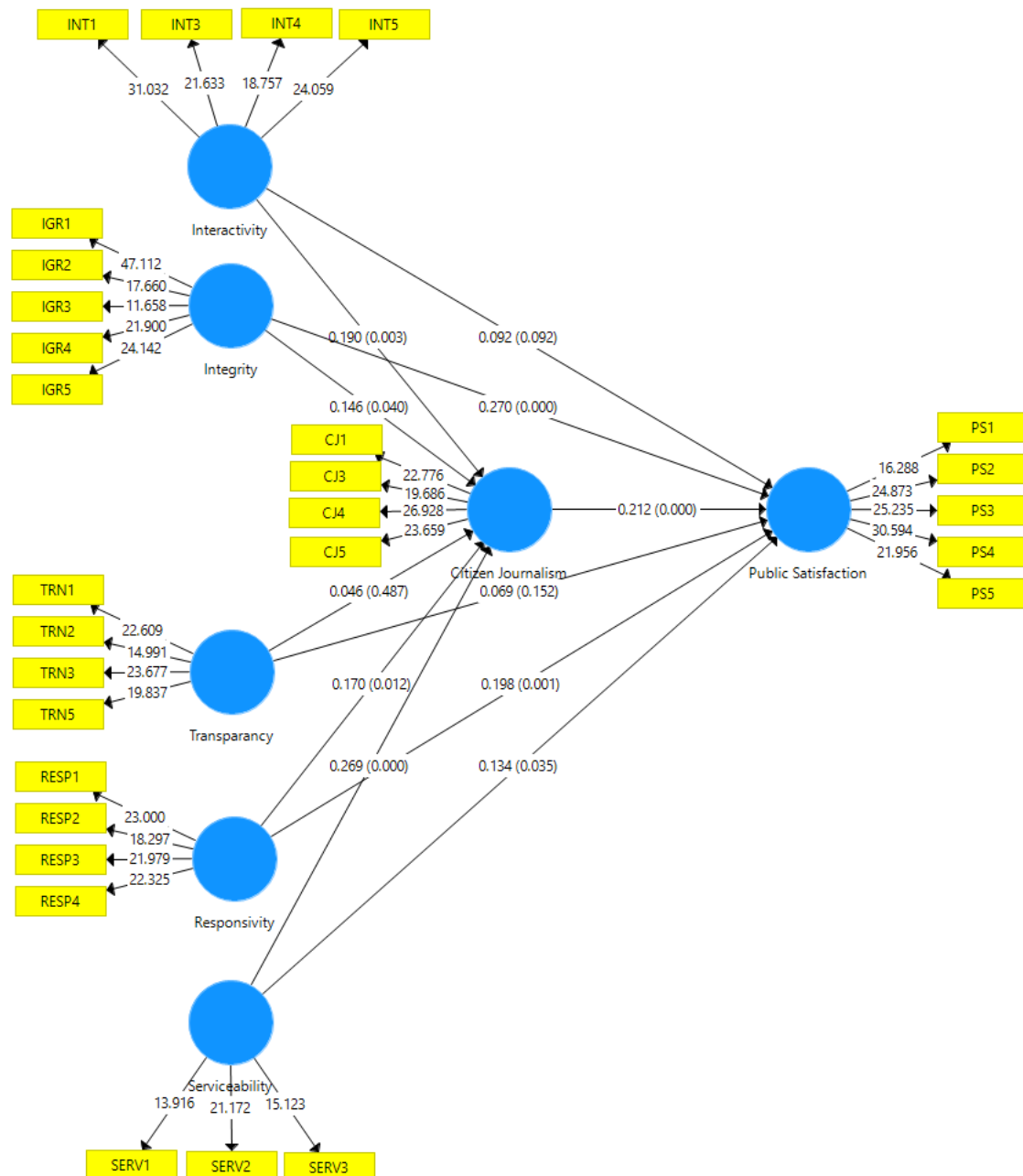


Figure 1. Path diagram of model analysis results with bootstrapping

Table 4. The R-square Value Evaluation

Variabel	R Square
Citizen Journalism	0.459
Public Satisfaction	0.633

The strength of the independent factors influencing the dependent variable can be seen in the path diagram in Figure 1. As shown in Figure 1, all of these effects are positive. This means that an increase in interactivity, integrity, responsiveness, and service capability will significantly improve public satisfaction. These indicators reflect how well the police perform their duties in maintaining security and providing fair and effective services to the public. Public satisfaction levels increase which can have a positive impact on public satisfaction with the police institution when service quality is high (Zeithaml et al., 1996). Hypothesis testing was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach via a bootstrapping procedure to test the indirect effect of service quality on public satisfaction through citizen journalism. The results of the analysis indicate that interactivity ($\beta = 0.040$; $t = 2.290$; $p = 0.022$), responsiveness ($\beta = 0.036$; $t = 2.087$; $p = 0.037$), and service capability (β

= 0.057; $t = 2.550$; $p = 0.011$) have a positive and significant effect on public satisfaction through citizen journalism. Thus, the hypothesis that interactivity, responsiveness, and service. The hypothesis that capability influences public satisfaction through citizen journalism is supported. Conversely, integrity ($\beta = 0.031$; $t = 1.886$; $p = 0.060$) and transparency ($\beta = 0.010$; $t = 0.619$; $p = 0.536$) do not have a significant effect on public satisfaction through citizen journalism; thus, the hypothesis that integrity and transparency do not affect public satisfaction through citizen journalism is supported. These results indicate that citizen journalism mediates only the relationship between interactivity, responsiveness, and service capability and public satisfaction.

The research findings indicate that citizen journalism serves as a mechanism that amplifies the impact of service quality on public satisfaction, particularly in terms of interactivity, responsiveness, and service capability. When the public receives friendly, responsive, and professional service, they tend to share these experiences via social media or digital platforms, thereby shaping a more positive perception among the broader public regarding the quality of police services. These results indicate that service experiences not only directly influence individual satisfaction but also generate a social effect through the dissemination of information by the public.

Conversely, integrity and transparency did not show a significant indirect effect through citizen journalism. These findings suggest that these two dimensions are perceived more as basic standards of service that the public naturally expects. Thus, the presence of integrity and transparency does not necessarily encourage the public to share their experiences through citizen journalism, although both aspects remain important in building trust in the police institution (Parasuraman dkk., 1988). The results of this study are consistent with those of Sani et al (2021), which show that positive interactions, prompt responses, and service quality encourage public participation in citizen journalism and increase user satisfaction. Conversely, the finding that integrity and transparency were not significant supports the research by Reisig and Chandek (2001) which states that these two factors are not always the primary drivers of public participation in citizen journalism.

The contribution of this study lies in reinforcing the understanding that citizen journalism serves as a mediating mechanism linking service experiences to public satisfaction. These findings expand the body of research on public service quality by demonstrating that service dimensions characterized by interactivity, responsiveness, and a focus on staff competence have a greater influence on shaping public satisfaction than administrative dimensions. Furthermore, the research results enrich the application of the Theory of Planned Behavior and the Expectation Disconfirmation Theory in the context of public service by explaining that positive service experiences encourage the public to disseminate information, which in turn shapes collective public perceptions and satisfaction (Ajzen, 1991).

This study has limitations because it was conducted only on driver's license and vehicle registration issuance and renewal services in the Jadebek region; therefore, the findings cannot yet be generalized to all police services or other public service sectors. Additionally, this study examined only five dimensions of service quality, with citizen journalism as the mediating variable. Future research is recommended to test the model in different public service contexts by adding variables such as public trust, digital service quality, perceptions of service fairness, or community engagement to develop a more comprehensive model.

CONCLUSION

This study successfully achieved its research objective, which was to analyze the effect of service quality on public satisfaction, with citizen journalism as a mediating variable, in the issuance and renewal of driver's licenses and vehicle registration certificates in the Jadebek region. The results show that service quality particularly the dimensions of integrity, responsiveness, and service capability plays a significant role in enhancing public satisfaction. Furthermore, citizen journalism was found to act as a mediating mechanism that strengthens the influence of several dimensions of service quality on public satisfaction. These findings contribute to the conceptual understanding that public satisfaction with police services is influenced not only by the quality of services received directly but also by the dissemination of service experiences through citizen journalism. Thus, citizen journalism plays a crucial role in shaping public perceptions and trust regarding the quality of police services. The implications of this study suggest that improving integrity, responsiveness, service capacity, and the quality of interactions between public officials and the public should be prioritized in efforts to enhance public satisfaction. Further research is recommended to test this model in other types of public services by incorporating relevant variables, such

as public trust, the quality of digital services, and public engagement, in order to gain a more comprehensive understanding of the factors that influence public satisfaction.

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AUTHOR CONTRIBUTIONS

Conceptualization, CU and HS; Methodology, CU, HS and MA.; Validation, CU, HS and MA; Resources, CU; Data Curation, CU; Writing –Original Draft Preparation, CU; Writing –Review & Editing, CU, HS and MA; Visualization, CU; Project Administration, CU.

CONFLICTS OF INTEREST

The author(s) declare no conflict of interest.

USE OF ARTIFICIAL INTELLIGENCE (AI)-ASSISTED TECHNOLOGY

The authors declare that no artificial intelligence (AI) tools were used in the generation, analysis, or writing of this manuscript. All aspects of the research, including data collection, interpretation, and manuscript preparation, were carried out entirely by the authors without the assistance of AI-based technologies.

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