

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kinerja organisasi dan inovasi pemerintah daerah terhadap kepercayaan masyarakat melalui kepuasan masyarakat Kabupaten Banyuwangi mengenai pelayanan adminduk pada Dinas Kependudukan dan Pencatatan Sipil Kabupaten Banyuwangi. Penelitian ini merupakan penelitian kuantitatif. Instrumen pengumpulan data menggunakan kuisioner yang disebarkan kepada 400 orang responden. Teknik analisa *Structure Equation Modelling (SEM)* dengan menggunakan software statistik WarpPLS versi 6.0. Berdasarkan hasil penelitian diperoleh fakta empiris berupa: (1) Kinerja organisasi berpengaruh signifikan terhadap kepuasan masyarakat; (2) Inovasi pemerintah daerah berpengaruh signifikan terhadap kepuasan masyarakat; (3) Kinerja organisasi mempunyai pengaruh signifikan terhadap kepercayaan masyarakat; (4) Inovasi pemerintah daerah berpengaruh signifikan terhadap kepercayaan masyarakat; (5) Kepuasan masyarakat karyawan berpengaruh signifikan terhadap kepercayaan masyarakat; (6) Kinerja organisasi berpengaruh tidak langsung terhadap kepercayaan masyarakat melalui kepuasan masyarakat; (7) Inovasi pemerintah daerah berpengaruh terhadap kepercayaan masyarakat melalui kepuasan masyarakat.

**Kata Kunci :** kinerja organisasi, inovasi, kepuasan, kepercayaan masyarakat

## ABSTACT

*This study aims to determine the effect of organizational performance and local government innovation on public trust through the satisfaction of the people of Banyuwangi Regency regarding adminduk services at the Banyuwangi Regency Population and Civil Registration Service. This research is a quantitative research. The data collection instrument used a questionnaire which was distributed to 400 respondents. The analysis technique of Structure Question Modeling (SEM) was using the statistical software WarpPLS version 6.0. Based on the research results obtained empirical facts in the form of: (1) Organizational performance has a significant effect on people's satisfaction; (2) Local government innovation has a significant effect on community satisfaction; (3) Organizational performance has a significant influence on public trust; (4) Local government innovation has a significant effect on public trust; (5) Employee community satisfaction has a significant effect on public trust; (6) Organizational performance has an indirect effect on public trust through community satisfaction; (7) Local government innovations affect public trust through community satisfaction.*

**Keywords:** *organizational performance, innovation, satisfaction, public trust*