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ARTICLE

ANALYSIS OF SERVICE QUALITY (TANGIBLES DIMENSION) TOWARDS THE SATISFACTION OF HGB EXTENSION APPLICANTS AT THE BPN REGIONAL OFFICE OF EAST JAVA PROVINCE

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Abstract

This study aims to analyze the effect of service quality in the tangibles dimension (physical evidence) on the satisfaction of Building Use Rights (HGB) extension applicants at the East Java Provincial Office of the National Land Agency. The research method used a quantitative approach with a Likert-scale questionnaire distributed to HGB extension applicants. Data analysis was conducted using simple linear regression. The results showed that the tangibles dimension had a positive and significant effect on applicant satisfaction, as evidenced by a significance value of 0.000 (<0.05) and a regression coefficient of 0.762. The R-square value of 0.607 indicates that 60.7% of the variation in applicant satisfaction can be explained by the tangibles dimension, while the remainder is influenced by other factors outside the study. These findings confirm that improving the quality of physical evidence, such as service facilities, officer appearance, and ease of information, is a crucial factor in increasing public satisfaction with land services. This research contributes to the optimization of public services, particularly in strengthening service quality standards based on physical evidence in land agencies.

Keywords: Applicant Satisfaction, Building Use Rights, Land Administration, Service Quality, Tangibles.

A. INTRODUCTION

Public services play a vital role in meeting the basic administrative needs of the public, including land services such as the extension of Building Use Rights (HGB). In the context of a state governed by the rule of law, the public has the right to high-quality and accessible services, making service quality a crucial benchmark for the performance of public institutions. The HGB renewal process often involves complex administrative procedures, so supporting physical facilities are essential to ensure services are hassle-free for applicants. Poor service quality can undermine public trust in government institutions and impact the effectiveness of bureaucratic reform. National research shows that land services often face challenges such as limited facilities and information provision (Azizah et al., 2022). This suggests that tangible service evidence needs to be a focus of attention in the HGB renewal process. Studies of public services in Indonesia emphasize the importance of improving the physical aspects of services to increase user satisfaction.

The SERVQUAL model places the tangible dimension as a key component in measuring service quality. This dimension includes building condition, cleanliness of service areas, infrastructure, and employee appearance, which are tangible representations of an institution's quality. These physical elements can influence applicants' initial perceptions of the agency's professionalism and readiness to provide services. Various studies show that assessments of

physical facilities often form the basis for public service judgments, before they even assess procedural aspects (Sinulloh & Masruroh, 2019). Therefore, physical evidence of service is a crucial indicator in evaluating public service quality. In government agencies that handle administrative services, physical appearance is often referred to as the face of the institution and influences the organization's image. Research in Indonesia consistently highlights the importance of the quality of physical evidence in increasing service satisfaction. Land services are a type of public service that is highly complex, requiring adequate facilities. Many field studies have found that the land service process still faces obstacles such as long queues, uncomfortable waiting rooms, and poorly presented service information. These obstacles cause applicants to spend more time and feel dissatisfied with the service they receive. In the context of HGB extensions, the completeness of physical facilities such as consultation rooms, information boards, and electronic queuing systems is crucial to supporting a smooth process. Negligence in providing physical evidence can prolong service times and reduce public trust. Therefore, service providers need to ensure that all physical facilities are optimally maintained. Findings from various studies reinforce the urgency of improving facilities to achieve effective land services (Rahayu, 2015).

Several empirical studies have confirmed that tangible dimensions significantly influence public satisfaction with public services. Clean, complete, and easily accessible physical facilities can increase comfort and create a sense of professionalism toward service agencies. Research in various government agencies shows that the public assesses service quality not only by the final outcome, but also by the quality of the facilities they encounter throughout the service process. In the land sector, physical evidence such as waiting room facilities, service information media, and information technology support systems significantly influence applicant perceptions. This indicates that the better the physical condition of the service, the higher the level of satisfaction the public will receive. In theory, improving physical service aspects can directly improve the user experience (Kusuma & Suflani, 2019). Therefore, strengthening physical facilities is a priority in improving the quality of land services.

Although numerous studies have examined the quality of public services, studies specifically addressing the quality of HGB extension services are still relatively limited. Most previous studies have focused on the initial land registration process, or the PTSL program, which has different characteristics compared to extension services. The HGB extension process tends to require higher administrative consistency and more complex legal documentation. The differences in applicant characteristics, service objectives, and level of urgency create a unique context for HGB extension research that requires further in-depth discussion. This research gap demonstrates the need for a study to evaluate how tangible dimensions are applied to the HGB extension process. Previous research has revealed the importance of quality land services, but has not yet addressed specific aspects of land rights extension (Harahap, 2019). Therefore, this research makes a significant contribution to addressing this literature gap.

The East Java Provincial National Land Agency (BPN) Regional Office is a strategic institution serving the public on a large scale and spanning numerous regencies/cities. As the provincial-level land coordination center, the quality of service at the BPN Regional Office has a broad impact on public perception of land services overall. In this context, the physical condition of the office, the appearance of the service area, and the availability of supporting facilities are crucial aspects. Comfortable and well-organized service will increase service effectiveness and reduce public complaints. Various studies have confirmed that comprehensive service facilities can enhance the applicant's experience in receiving administrative services (Safitri et al., 2025). Therefore, an evaluation of the tangible

dimension at the East Java National Land Agency (BPN) is necessary to ensure compliance with public service standards. This effort also supports a more comprehensive improvement in the quality of land administration services.

From a practical perspective, the quality of physical services in HGB extensions has crucial implications for legal certainty. Land rights that are not renewed in a timely manner can create legal uncertainty and potentially lead to disputes. This situation can be detrimental to landowners, especially business actors who require legal certainty to ensure the sustainability of their investments. Therefore, efficient service and adequate physical facilities are essential to maintain the effectiveness of the HGB extension process. Efforts to improve facilities and infrastructure are crucial steps to prevent unnecessary administrative obstacles. Previous research has shown that poor service can hinder people's access to their rights (Suhardiman et al., 2025). Thus, increasing the tangible dimension becomes an important investment to support quality land services.

The quantitative method used in service quality research provides an objective approach in measuring the influence of tangible variables on customer satisfaction. Statistical analyses such as validity, reliability, and linear regression tests help ensure that the relationships between variables can be explained scientifically. This approach allows researchers to measurably assess the extent to which physical facilities influence customer satisfaction with HGB extensions. Many public service studies in Indonesia use similar approaches to test the SELRVQUAL model in various agencies. The results of the correlation model can provide a concrete picture of the small contribution of tangible dimensions to satisfaction (Indrawati, 2022). The statistical approach also helps formulate data-based recommendations for service improvement. This quantitative technique has proven effective in explaining the phenomena of public services across various sectors. This research is crucial for the development of academic literature related to the quality of public services, particularly in the context of land services. The focus on HGB extensions provides a new perspective that has not been widely researched before. Practically, the results of this research can provide valuable input for the National Land Agency (BPN) in improving infrastructure, service spatial planning, and other supporting facilities. The measured evaluation also helps the agency prioritize facility improvements. The findings of this study are relevant for policymakers seeking to improve the quality of land administration services. Furthermore, this research can serve as a reference for similar studies in the future. Thus, this study has a dual contribution, both academically and practically.

This study aims to analyze the influence of tangible dimensions on the satisfaction of HGB extension applicants at the East Java Provincial Land Agency (BPN) Regional Office through a quantitative approach. This objective is achieved through measuring tangible variables consisting of physical facilities, comfort, cleanliness, and the availability of service information. The results of the analysis are expected to provide a picture of the extent to which tangible service evidence influences the level of applicant satisfaction. Furthermore, this research also aims to provide recommendations for service improvements based on empirical results. The research findings will assist the National Land Agency (BPN) in determining policies to improve service facilities. This research is also expected to benefit the community using land services. Thus, this research provides a vital foundation for efforts to improve the quality of land services in Indonesia.

B. LITERATURE REVIEW

Service Quality

Service quality is a fundamental concept in public and business services that measures the extent to which a service meets customer expectations. Parasuraman, Zelithaml, & Bellry

(1985) define service quality as "the difference between customer perceptions of the service received and their expectations before receiving the service." When the service received is better than or equal to expectations, the customer assesses the service as high quality. This definition forms the theoretical basis for many studies, including those assessing service quality in government institutions such as the National Land Agency (BPN). The literature also emphasizes that public services must be oriented towards the satisfaction of the community as beneficiaries. This perspective is based on the theory of service quality, which has been widely applied in various service contexts.

In government organizations, public services are not only oriented towards user satisfaction but must also adhere to the principles of accountability, efficiency, and transparency. Osborne (1993) explains that modern public services must shift from traditional bureaucratic patterns to systems that are more responsive, adaptive, and user-oriented. Public service reform requires governments to provide services that are fast, accurate, and supported by adequate infrastructure. In land services, such as the extension of Building Use Rights (HGB), the quality of public services is crucial because it is related to legal certainty over public land assets. Public services that are disorganized, uncomfortable, or do not provide adequate physical facilities can reduce overall service quality. Therefore, the concept of public services emphasizes that quality must be viewed comprehensively, including the physical evidence of the service.

The SELRVQUAL model developed by Parasuraman, Bellry, and Zelithaml is the most influential measuring tool for assessing service quality. This model assesses the gap between expected and perceived service through five main dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The advantage of SELRVQUAL lies in its ability to measure service quality based on actual user experiences, so this model is widely applied in the health, education, business service, and public service sectors. In the context of government services, SELRVQUAL provides a comprehensive evaluation framework to see whether physical facilities, employee behavior, and service mechanisms have met community standards. Many studies confirm that SELRVQUAL provides reliable results in evaluating public services in Indonesia and other countries.

This research specifically focuses on the Tangibles dimension, namely physical evidence that is directly visible to the applicant when receiving the service. According to Grönroos (2016), physical evidence or services are important elements that form the initial perception of the user before they evaluate other service aspects. Tangibles include the condition of the building, the tidiness of the service room, the comfort of the waiting room, supporting facilities such as chairs, air conditioning, toilets, queuing systems, and the appearance of the officers who serve. In land services such as HGB extensions, physical facilities are very important because the process involves long waiting times, document collection, and consultation with officers. If physical facilities are inadequate, the user experience is immediately disrupted and can reduce service satisfaction. Therefore, the tangibles dimension is relevant for evaluation specifically in the context of BPN services.

Tangibles Dimension in Public Services

The tangibles dimension is one of the five main dimensions in the SELRVQUAL model, describing the physical evidence of a service. Parasuraman, Zelithaml, & Bellry (1989) explain that tangibles include physical facilities, equipment, service technology, and the appearance of the employees who provide the service. This physical evidence is the first visual indicator that influences the user's perception of overall service quality. When users enter a service area, the condition of the facilities and environment they see immediately forms a strong initial impression. Therefore, physical quality is often considered the frontline

of the service itself. This dimension is particularly relevant to public services that involve intensive face-to-face interaction, such as public services.

Tangible indicators are divided into several main elements, namely: (1) the condition of physical facilities and infrastructure, such as buildings, waiting rooms, and service desks; (2) equipment and supporting facilities, such as computers, digital queuing systems, and administrative equipment; (3) the neat and professional appearance of employees. (4) Completeness of information materials such as banners, notice boards, and digital displays. According to Grönroos, all of these physical components are tangible service facilities that reflect the quality of an organization. If physical facilities are well-organized and easy to use, users will feel more comfortable and confident in the professionalism of the institution. Conversely, inadequate facilities can reduce service perception even if technical procedures are good. These indicators are important measuring tools in assessing the quality of public services.

In public services, physical evidence not only reflects the aesthetics but also the credibility and seriousness of the institution in providing services. Osborne & Gaelbler state that the quality of the physical environment is a crucial part of the transformation of government services towards more professional and modern services. When service facilities are clean, comfortable, and have a clear information system, applicants will feel more valued as service users. Public trust in service institutions often begins with perceptions of how physical facilities are prepared to support the service process. Therefore, improving physical facilities is one of the most strategic steps in improving the quality of public services. This is because the administrative process involves waiting time, consultations, document verification, and direct interaction with staff. A cramped or uncomfortable waiting room, an unclear queuing system, and incomplete service information can cause inconvenience to applicants. According to public service literature, the quality of physical facilities is crucial in shaping service satisfaction for document-based administrative applicants. In the context of the National Land Agency (BPN), tangibles include service rooms, SOP information boards, queuing technology, service computers, consultation rooms, and cleanliness of the service area. When physical facilities are running optimally, the HGB extension process can proceed more effectively and reduce the potential for public complaints. The research focus on the tangible dimension is highly relevant because this dimension is the aspect most easily observed by applicants and is the part that most quickly provides a positive or negative impression of the service. Optimal physical facilities can increase applicant confidence that the HGB extension process is transparent and professional. From the perspective of SELRVQUAL theory, tangibles are the foundation of service perception before users evaluate other aspects such as speed, reliability, or certainty of service. This makes tangibles an initial indicator that must be improved when institutions want to improve the quality of public services. Thus, this study accurately utilizes the tangible dimensions of various key variables to analyze their influence on HGB extension applicant satisfaction.

Applicant Satisfaction

Applicant satisfaction occurs when user expectations are met or even exceeded by the service experience they receive. According to Kotler & Kelley, satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of the service received with their expectations. In the context of public services, satisfaction encompasses not only the final outcome of the service but also the service process, the friendliness of the staff, and the quality of the facilities used. Satisfied applicants tend to rate government institutions as more credible and professional. Applicant satisfaction is also a crucial indicator of the success of bureaucratic reform, particularly in increasing public trust in

public institutions. Therefore, understanding applicant satisfaction is crucial for agencies like the National Land Agency (BPN), which provides services that directly impact public rights.

In public organizations, customer satisfaction is the primary measure of service performance because the public is the direct beneficiary of government services. Grönroos explains that customer satisfaction must be assessed based on two aspects: technical quality (the outcome of the service) and functional quality (how the service is delivered). Thus, customers assess not only whether the service was completed correctly, but also their experience throughout the service process. In land services such as HGB extensions, these two aspects are crucial because customers require legal certainty as well as clear, convenient, and easily accessible service procedures. Failure in either aspect can affect the overall perception of satisfaction. Therefore, applicant satisfaction is a crucial variable in BPN service evaluations.

Applicant satisfaction can be measured through several indicators, such as clarity of information, comfort of the service area, speed of service, attitude and friendliness of staff, and the supporting facilities provided. According to service theory, good satisfaction indicators should reflect user perceptions of the entire service process, not just the final stage. Kotler added that responsive, informative, and consistent service will result in higher levels of satisfaction because applicants feel valued as users. In the context of the National Land Agency (BPN), satisfaction indicators also include document availability, ease of following standard operating procedures (SOPs), and transparency of the HGB extension process. Therefore, these indicators serve as a crucial reference in research to accurately measure applicant satisfaction.

Land services have special characteristics because they are directly related to ownership rights, therefore applicants require prompt, reliable, and easy-to-understand service. HGB extension applicants often expect officers to provide clear explanations of the procedures, required documentation, and estimated completion times. If information is not conveyed properly or service facilities are inadequate, applicants may feel dissatisfied even after the service process is completed. Based on service quality theory, satisfaction with public services is strongly influenced by perceived ease, comfort, and efficiency. Therefore, the level of satisfaction of applicants for HGB extensions is closely related to the quality of physical facilities, the clarity of standard operating procedures (SOPs), and the professionalism of staff.

Applicant satisfaction serves as a barometer of public institutions' success in providing quality services. Institutions such as the National Land Agency (BPN) require regular satisfaction evaluations to identify service weaknesses and determine improvement priorities. According to public management literature, government institutions that focus on public satisfaction tend to provide more effective services and are more trusted by the public. Satisfaction also contributes to strengthening the government's legitimacy in meeting public needs. In land services, a high level of satisfaction indicates that the administrative process is transparent, efficient, and accountable. Therefore, research examining applicant satisfaction is highly relevant to improving the quality of public services in Indonesia.

C. RESEARCH METHODOLOGY

This study uses a quantitative approach with a survey method to analyze the effect of service quality on the Tangibles dimension on the satisfaction of applicants for the extension of Building Use Rights (HGB) at the BPN Regional Office of East Java Province. The quantitative approach is used because it is able to measure the relationship between variables objectively through statistical analysis (Sugiyono, 2019). Primary data was obtained through the distribution of a Likert-scale-based questionnaire to applicants who were processing the

extension of HGB. The questionnaire instrument was compiled based on the SELRVQUAL model which consists of five dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Empathy. However, in this study, only items in the Tangibles dimension were used as independent variables. Data were obtained through documentation, land regulations, and public service literature to support the study analysis.

The study population consisted of all applicants applying for HGB extensions at the East Java Provincial Land Agency (BPN) Regional Office. The sampling technique used accidental sampling, selecting respondents based on applicants who came and filled out a questionnaire during the study. This technique is commonly used in public service research because researchers cannot accurately predict the number and characteristics of applicants each day (Umar, 2011). This research model refers to the SELRVQUAL framework, which explains that service quality, including tangibles, has the potential to influence customer satisfaction (Parasuraman, Zelithaml, & Bellry, 1985). Therefore, this study uses a simple linear regression with the formula:

$$Y = a + bX,$$

Where X is tangibles and Y is customer satisfaction.

The tangibles variable (X) is defined as various customer perceptions of the physical evidence of the service, including cleanliness, facility layout, comfort of the service area, completeness of infrastructure, service information technology, and employee appearance. The applicant satisfaction variable (Y) is measured from the perception of information clarity, process speed, cost transparency, document legality, and quality of interaction with the officer (Kotler & Kelley, 2016). Data analysis was carried out using SPSS through several stages, namely validity and reliability tests to assess the feasibility of the instrument (Ghozali, 2018), normality tests to ensure data distribution, simple linear regression tests to test the influence of Tangibles on applicant satisfaction, t-tests to determine statistical significance, and the correlation coefficient (R^2) to see the magnitude of the contribution of the Tangibles variable in explaining variations in applicant satisfaction. This methodology ensures that research results are objective, systematic, and academically accountable.

D. RESULT AND DISCUSSION

General Description of the Research Location

The East Java BPN Regional Office is located at Jl. Gayung Kelbonsari No. 60, Surabaya, East Java 60235. This office is the official office of the Ministry of Land and Spatial Planning/BPN, responsible for implementing government administration in the land sector throughout East Java province, including the determination of land rights and land registration, including initial registration, changes, extensions of rights, and other administrative matters.

The East Java BPN Regional Office is tasked with implementing land services in accordance with national regulations, including rights extension services, such as HGB (Land Title). In recent years, the East Java BPN Regional Office has been actively modeling its services, including the launch of electronic transfer services and digital transformation of land registration to accelerate service delivery and facilitate public access. This digital initiative demonstrates efforts to improve service quality, particularly through research focused on service quality aspects, particularly tangible dimensions and applicant perceptions of service.

The East Java BPN Regional Office oversees numerous land offices across all regencies/cities in East Java, ensuring services are not only centralized in Surabaya but also extend across the province. Several land offices under the East Java Regional Office have also implemented electronic services and electronic certificates, as part of efforts to

modernize and increase accessibility for communities in various regions. This service transformation is crucial given the vast territory and number of land applicants in East Java, making efficient service and adequate facilities key to ensuring applicant satisfaction.

Because the East Java BPN Regional Office serves the entire province, research on the satisfaction of HGB extension applicants at the East Java Regional Office has representative value, encompassing the diverse character of the community from various regencies/cities in East Java. Service modelization (digital, electronic services, and land office services) allows this research to evaluate aspects of service quality in a real-world context, particularly in terms of facilities, ease of access, and convenience for applicants. This location is also relevant because of the many new initiatives at the East Java National Land Agency (BPN) related to service acceleration and public service improvements, allowing this research to capture the actual dynamics of land services.

Research Data Description

Respondent Description

Based on the results of data processing on 100 respondents, the characteristics of respondents can be seen through demographic variables, including gender, age, occupation, and applicant status. Complete data is presented in the following descriptive table:

Table 1. Respondent Description

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Mewakili	100	1.00	3.00	1.8700	.79968
Jenis_Kelamin	100	1.00	2.00	1.5400	.50091
Usia	100	1.00	4.00	2.1300	1.06035
Pekerjaan	100	1.00	4.00	2.6900	.92872
Valid N (listwise)	100				

Source: Processed by Researchers, 2025

The descriptive results show that the average applicant status is individual (mean = 1.87), indicating that the majority of respondents apply for HGB extensions on their own behalf, not as companies. The gender variable has a mean value of 1.54, indicating a balanced composition of respondents, with slightly more men than women.

In terms of age, a mean value of 2.13 indicates that the majority of respondents are in the 36–45 age group, thus assuming that applicants applying for HGB extensions are in their productive age group. The average respondent's occupational level was 2.69, indicating that the majority of respondents came from the private sector or self-employed, who are commonly involved in land or property management. This description of the respondent's identity is important for understanding the context of their assessment of the HGB extension services provided by the East Java National Land Agency (BPN).

Description of Research Variables

The research variables consist of:

Variable X (Tangibles) → 3 items.

Variable Y (Applicant Satisfaction) → 6 items.

The descriptive statistics for each variable can be seen in the following table:

Table 2. Descriptive Statistics of Variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X	100	1.00	5.00	3.4400	1.18054

Y	100	1.17	5.00	3.3950	1.15510
Valid N (listwise)	100				

Source: Processed by Researchers, 2025

The Tangibles variable obtained a mean value of 3.44, indicating that applicants' perceptions of the physical evidence of service were in the fairly good category. With a value range of 1–5, a mean above 3 indicates that the majority of applicants felt that the physical facilities, infrastructure, and staff performance at the East Java BPN Regional Office met their expectations. The mean standard deviation of 1.18 indicates a fairly high variation in perceptions, meaning there were differences in experiences among applicants; some rated the service as very good, while others felt that the facilities needed improvement. The satisfaction variable obtained a mean value of 3.39, indicating that the level of satisfaction of applicants was in the moderate to good category. This means that the majority of applicants were satisfied with aspects of service such as speed of processing, clarity of information, transparency of costs, and the legality of documents received. The range of minimum values of 1.17 to a maximum of 5.00 indicates that some respondents were very dissatisfied, but also some were very satisfied. The standard deviation of 1.15 shows a significant variation in the level of satisfaction among applicants, which generally occurs in public services that involve direct interaction and complex administrative processes. Instrument Quality Test

Validity Test

The validity test was conducted using the Item-Total Correlation technique through the Pelarson correlation. The determination criteria are: An item is declared valid if the correlation value is > 0.30 (Sugiyono, 2019). The validity test results for variables X and Y are obtained from the following SPSS output:

Validitas Variabel Tangibles (X)

Table 3. Validity Test of Variable X

Correlations

		X_1	X_2	X_3	X
X_1	Pearson Correlation	1	.824**	.804**	.937**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X_2	Pearson Correlation	.824**	1	.797**	.939**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X_3	Pearson Correlation	.804**	.797**	1	.925**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X	Pearson Correlation	.937**	.939**	.925**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed by Researchers, 2025

All correlation values are well above the minimum threshold of 0.30, so all three items are declared valid. This indicates that each item in the Tangibles variable has excellent ability to measure applicant perceptions regarding physical evidence of services at the East Java BPN Regional Office.

Validity of the Variable: Applicant Satisfaction (Y)

Table 4. Validity Test of Variable Y

Correlations

		Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y
Y_1	Pearson Correlation	1	.829**	.798**	.773**	.827**	.811**	.912**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y_2	Pearson Correlation	.829**	1	.833**	.803**	.817**	.775**	.915**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y_3	Pearson Correlation	.798**	.833**	1	.811**	.851**	.793**	.921**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y_4	Pearson Correlation	.773**	.803**	.811**	1	.849**	.822**	.916**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Y_5	Pearson Correlation	.827**	.817**	.851**	.849**	1	.826**	.940**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
Y_6	Pearson Correlation	.811**	.775**	.793**	.822**	.826**	1	.912**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Y	Pearson Correlation	.912**	.915**	.921**	.916**	.940**	.912**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Processed by Researchers, 2025

All correlation values range from 0.91 to 0.94, indicating that all Y items are valid. This figure indicates a very high correlation strength and the items' consistency in measuring applicant satisfaction with HGB extension services.

Reliability Test

Reliability testing is used to determine the extent to which research instruments produce consistent results, especially when the items are used to measure the same variable. Reliability was tested using Cronbach's Alpha, with the following criteria: α value ≥ 0.70 → reliable (Ghozali, 2018). The SPSS results for this study are as follows:

Reliability of Tangible Variables (X)

Table 5. Reliability Test of Variable X

Reliability Statistics

Cronbach's Alpha	N of Items
.926	3

Source: Processed by Researchers, 2025

The α value of 0.926 indicates a very high level of reliability, so the Tangibles variable instrument can be considered stable, consistent, and suitable for use in further analysis.

Reliability of the Applicant Satisfaction Variable (Y)

Table 6. Reliability Test of Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.963	6

Source: Processed by Researchers, 2025

The α value of 0.963 indicates very high reliability, meaning all Y items have excellent internal consistency in measuring customer satisfaction.

Normality Test

The normality test aims to determine whether the residual data in the regression model are normally distributed. Residual normality is important to ensure that the linear regression model meets one of the classical assumptions before testing the hypothesis. In this study, the normality test was conducted using two models provided by SPSS: Kolmogorov–Smirnov and Shapiro Wilk, using unstandardized residual data. The results of the normality test can be seen in the following table:

Table 7. Normality Test

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.086	100	.067	.990	100	.655

a. Lilliefors Significance Correction

Source: Processed by Researchers, 2025

Based on the Kolmogorov–Smirnov test, the significance value was 0.067, while the Shapiro–Wilk test yielded a significance value of 0.655. Both values were above the 0.05 significance level, indicating that the residual data were normally distributed. Thus, the regression model in this study met the assumption of normality. This correlation indicates that there were no deviations in the data distribution that could affect the validity of the regression test. The residual data were distributed normally and did not produce any specific patterns that would indicate distributional problems. This ensures that the regression model used in the analysis of the relationship between Tangibles (X) and Applicant Satisfaction (Y) is suitable for further parametric analysis.

Simple Linear Regression Analysis

Simple linear regression analysis is used to determine the effect of the variable Tangibles (X) on Applicant Satisfaction with HGB Extensions (Y). The regression model forms an equation that describes the relationship between X and Y based on the research data. Testing includes the deletermination coefficient (R^2), the F test, and the t test to test the significance of the variable's influence.

Deletermination Coefficient (R Squared)

Table 8. Deletermination Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.779[a]	.607	.603	.72786	.607	151.337	1	98	.000	1.807

a. Predictors: (Constant), X

b. Dependent Variable: Y

Source: Processed by Researchers, 2025

The R-squared value of 0.607 indicates that 60.7% of the variation in changes in Customer Satisfaction (Y) can be explained by the Tangibles variable (X). The remaining 39.3% is explained by factors outside the research model, such as Reliability, Responsiveness, Assurance, Empathy, or other external factors not examined. The relatively high R-value (0.779) indicates a strong relationship between Tangibles and customer satisfaction.

Model Significance Test (F-Test)

Table 9. Model Significance Test (F-Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.174	1	80.174	151.337	.000[b]
	Residual	51.918	98	.530		
	Total	132.092	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X

Source: Processed by Researchers, 2025

Because the significance value of 0.000 is well below 0.05, the correlation model is declared statistically significant. This means that the Tangibles and Inconsistent variables simultaneously have a significant effect on Customer Satisfaction. Thus, the correlation model is suitable for explaining the relationship between variables X and Y.

Partial Significance Test (t-Test)

Table 10. Partial Significance Test (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.773	.225		3.431	.001		
	X	.762	.062	.779	12.302	.000	1.000	1.000

a. Dependent Variable: Y

Source: Processed by Researchers, 2025

A significance value of 0.000 < 0.05 indicates that the Tangibles variable has a significant partial effect on Applicant Satisfaction. The very large t-value (12.302) indicates that this effect is statistically very strong. This means that the better the quality of the tangible evidence of service (availability of facilities, appearance of staff, access to information, quality of supporting facilities), the higher the level of satisfaction of applicants for HGB extensions.

Simple Linear Relational Equation

Table 11. Partial Significance Test (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.773	.225		3.431	.001		
	X	.762	.062	.779	12.302	.000	1.000	1.000

a. Dependent Variable: Y

Source: Processed by Researchers, 2025

Based on the coefficients table, the following correlation equation is obtained:
Y = 0.773 + 0.762X
Interpretation:

- 0.773 → constant value, meaning that if the quality of tangibles is considered 0, then customer satisfaction remains at a positive value of 0.773.
- 0.762 → coefficient of the correlation variable for tangibles. This means that each 1-unit increase in tangibles will increase customer satisfaction by 0.762 units, assuming other factors remain constant.

A positive coefficient indicates that the relationship between X and Y is directional, meaning that the better the quality of tangibles, the greater the applicant's satisfaction.

This discussion aims to analyze the results of a study examining the influence of the tangibles dimension (physical evidence) on the satisfaction of applicants for HGB extensions at the East Java Provincial Land Agency (BPN) Regional Office. Based on the results of a simple linear regression, the tangibles variable has a significant effect on applicant

satisfaction, as indicated by a significance value of 0.000 and a positive regression coefficient of 0.762. This finding indicates that the better the quality of physical facilities, the appearance of staff, and the ease of access to information, the higher the level of applicant satisfaction. These results align with the findings of Usmiar and Wahyuni (2023), who concluded that service quality significantly increases public satisfaction.

More specifically, the tangible dimension, which encompasses the completeness of infrastructure, the comfort of the service space, and the professionalism of staff appearance, is the aspect most easily observed by applicants when they visit a public service office. When applicants perceive supportive physical facilities, clearly accessible information, and professional staff, their positive perception of the agency increases. Research by Fahlelfi (2021) also shows that physical evidence and service facilities are important indicators that shape public satisfaction with public administration services.

The relatively high influence of tangibles in this study (R Squared 0.607) indicates that more than half of the variation in customer satisfaction can be explained through the quality of physical evidence. This is in line with the SELRVQUAL theory, which states that tangibles are the initial dimension that shapes perception because they are the first elements seen by the public before making a service transaction. This finding is consistent with research in other public service sectors, for example, Haryati et al. (2021), who found that service quality, including physical aspects, has a significant relationship with customer satisfaction at PDAM Makassar. Furthermore, research by Abidah & Achmad (2025) demonstrated that services with good physical evidence provide a sense of comfort, strengthen trust, and increase user satisfaction. This was also evident in the East Java National Land Agency (BPN) context, where facilities such as waiting rooms, the availability of information through the "Seluntuh Tanahku" (Touch My Land) application, and the appearance of staff were aspects that influenced applicants' assessments. When applicants perceived that the service was presented professionally and in a structured manner, they tended to provide more positive assessments.

In land services, information transparency is a crucial component in building public trust. The results of this study show that easy access to information on HGB extension procedures and ease of use of digital applications also contribute to increased satisfaction. This aligns with the findings of Adamuddin & Yamin (2025), who stated that providing clear information and adequate supporting facilities can increase positive public perceptions of village services. Therefore, well-managed physical and digital services will strengthen public trust in government agencies.

The results of this study reaffirm the importance of the tangible dimension in public services, particularly administrative services involving direct communication and document verification processes, such as HGB extensions. The quality of physical facilities and the appearance of staff not only provide comfort but also create a sense of credibility. When physical evidence is well-managed, applicants feel valued and professionally served, which ultimately increases their satisfaction. These findings align with various previous studies and also provide recommendations that improving physical and digital facilities and staff professionalism should be a priority in improving service quality at the East Java National Land Agency.

E. CONCLUSION

This study aims to analyze the influence of service quality on the Tangibles dimension on the satisfaction of applicants for the extension of Building Use Rights (HGB) at the BPN Regional Office of East Java Province. Based on the results of the simple linear regression analysis, it can be concluded that the Tangibles dimension has a positive and significant effect on applicant satisfaction. The significance value of the t-test is 0.000 (<0.05) and the

correlation coefficient is 0.762, indicating that increasing the quality of physical evidence, such as completeness of facilities, appearance of officers, and ease of access to information, contributes directly to increasing applicant satisfaction. The R-squared value of 0.607 indicates that the tangibles variable explains 60.7% of the variation in applicant satisfaction, while the remaining 39.3% is influenced by other variables outside the study.

This finding indicates that the quality of tangibles is a crucial aspect in shaping public perception and satisfaction with public services, particularly land services such as HGB extensions. This study confirms that improvements in infrastructure, information availability, officer professionalism, and the quality of other physical facilities need to be continuously optimized by the East Java Provincial Land Agency (BPN). Efforts to improve these aspects can provide a real contribution to increasing applicant satisfaction and strengthening public trust in the quality of land services.

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