

The role of public administration and social media educational socialization in influencing public satisfaction on population services: The mediating role of population literacy awareness

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ABSTRACT

This research investigates the interplay between public administration, educational socialization on social media, population literacy awareness, and public satisfaction in the context of population services. The primary objective is understanding how these variables are interconnected and their collective impact on public satisfaction. The study employs a quantitative approach, collecting data through structured questionnaires from a randomly selected sample. Data analysis involves various statistical techniques using Smart PLS, including regression and mediation analysis. The findings reveal that public administration significantly influences population literacy awareness, underscoring the role of government agencies in shaping citizen understanding of demographic policies. While it was anticipated that population literacy awareness would mediate the relationship between public administration and educational socialization on social media for public satisfaction, this mediating effect needed to be supported. However, social media use was found to influence population literacy awareness, indirectly affecting public satisfaction directly. It highlights the potential of digital platforms to enhance citizen understanding and engagement. The implications are substantial. Governments should recognize the importance of effective communication and digital engagement in fostering an informed and satisfied citizenry. Additionally, tailored communication and education initiatives are crucial for promoting public understanding and engagement, ultimately contributing to higher levels of public satisfaction. The research's novelty lies in its exploration of the complex dynamics among these variables and its focus on the role of digital platforms in enhancing population literacy awareness. However, some limitations include the potential for context-specific findings and the need for further research in diverse settings.

1. Introduction

The role of public administration and educational socialization through social media in relation to the level of public satisfaction in population services is a topic of significant relevance in the context of modern public service delivery (Kim et al., 2022; Suebvises, 2018; Zarychta et al., 2020). In particular, in the current era of digital and informational advancements, governments, public administration agencies, and society as a whole need to comprehend how public administration and social

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media can influence the public's satisfaction levels in population services (Lu et al., 2023; Mansoor, 2021; Mensah & Adams, 2020). Understanding the intricate relationship between public administration (Alemán et al., 2018; Lebrument et al., 2021; Sánchez del Río-Vázquez et al., 2019), social media educational efforts (Al-Rahmi et al., 2022; Demircioglu & Chen, 2019; Fan & Zhang, 2022), population satisfaction (Van de Walle, 2018; Wu et al., 2021; Xu & Zhu, 2020), and the mediating influence of population literacy awareness is vital in advancing the efficiency and effectiveness of population-related services (Anwer Anwer et al., 2016; Bhuvana & Vasantha, 2022; Rasool et al., 2022). This research seeks to explore and analyze these multifaceted dynamics, shedding light on their interplay and their impact on overall public satisfaction with population services. Through a comprehensive examination of these factors, it is possible to devise strategies and policies that better align public administration and educational efforts with the needs and expectations of the populace, ultimately enhancing the quality of population services and public satisfaction levels.

The significance of this research lies in its potential to inform policymakers, public administrators, and educators about the key determinants of public satisfaction in population services. It offers insights into how the strategic utilization of social media platforms can disseminate valuable information and education related to population services. Moreover, the mediating role of population literacy awareness serves as a crucial element in enhancing citizens' understanding of population services, fostering informed decision-making, and, consequently, elevating overall satisfaction levels. This study thus contributes to the ongoing discourse on modernizing public administration, leveraging digital platforms for education and communication, and ensuring that population services align with the evolving needs of society.

The study addresses a notable research gap in the existing literature by focusing on the mediating role of population literacy awareness in the context of public administration, social media, and public satisfaction with population services. While previous research has explored the influence of public administration efforts and social media in shaping public satisfaction, there is a conspicuous lack of studies that delve into the intermediary function of population literacy awareness. This novel approach offers a fresh perspective on how informed and literate populations can mediate the relationship between the government's administrative strategies and the effectiveness of educational initiatives delivered through social media, ultimately affecting public satisfaction levels. The novelty of this research lies in its comprehensive integration of three crucial domains: public administration, social media, and population literacy awareness. By scrutinizing the interplay between these factors, the study provides a holistic understanding of their effects on public satisfaction within the realm of population services. Furthermore, in an era where digital platforms and social media have become instrumental in government communication and service delivery, this research investigates the evolving role of social media as an educational tool. It explores innovative strategies for leveraging social media platforms to educate and inform the public about population services, contributing to the contemporary discourse on digital governance.

The motivation behind this research is grounded in its potential to enhance public service delivery and strengthen the bond between governments and their constituents. By uncovering the determinants of public satisfaction in population services, the study aspires to equip governments with valuable insights that can guide the refinement of their strategies to better align with the diverse needs and expectations of their citizens. Moreover, this research seeks to empower individuals with the knowledge and literacy required for making informed decisions regarding population-related matters, thereby fostering active civic participation and contributing positively to societal progress. Lastly, beyond its practical implications, this study aims to enrich academic knowledge in the fields of public administration, communication, and social sciences, providing a deeper understanding of the intricate relationships at play in the modern era of digital governance and public service provision. The research aims to achieve the following objectives:

1. To Identify the Factors Affecting Public Satisfaction: The primary objective is to identify the factors that significantly influence public satisfaction levels in population services. This involves an exploration of various variables that may impact how the public perceives and evaluates population-related services.
2. To Examine the Role of Public Administration: This research seeks to analyze the role of public administration in the delivery of population services and its impact on public satisfaction. It aims to understand how administrative efficiency, policy implementation, and service quality influence the public's perception.
3. To Evaluate the Influence of Social Media: Another key objective is to assess the influence of social media as an educational tool in the context of population services. This involves examining the effectiveness of social media strategies in disseminating information and educating the public about population-related matters.
4. To Investigate the Mediating Role of Population Literacy Awareness: The research aims to explore the mediating role of population literacy awareness in the relationships between public administration, social media education, and public satisfaction. It seeks to determine how informed and literate populations can mediate the impact of these factors.
5. To Provide Recommendations for Policy and Practice: Based on the findings, the study aims to provide practical recommendations for policymakers and public administration agencies to enhance population service delivery and improve public satisfaction. These recommendations will be informed by the identified factors and their interplay.
6. To Contribute to Academic Knowledge: Lastly, this research aims to contribute to the academic understanding of the complex dynamics between public administration, social media, population literacy awareness, and public satisfaction.

It seeks to expand the body of literature in the fields of public administration, communication, and social sciences, providing valuable insights into contemporary governance and public service provision.

2. Literature Review and Hypothesis Development

2.1 Public Administration, Population Literacy Awareness, Public Satisfaction

According to Bustos (2021), Public Administration is the field of study and practice that focuses on the management, organization, implementation, and coordination of government policies, programs, and services. It involves the planning, execution, and monitoring of public policies and initiatives to address the needs and interests of the public and society as a whole (Tokar & Swink, 2019). Public Administration encompasses a wide range of activities, including budgeting, human resource management, public policy analysis, and public service delivery (Ni & Chen, 2016). Its primary goal is to ensure the efficient and effective functioning of government institutions and the delivery of essential services to the citizens (Gowd, 2022). Public Administration plays a pivotal role in shaping Population Literacy Awareness (Döring, 2021; Döring & Madsen, 2022; van Dijk et al., 2019). Government agencies shoulder the responsibility of disseminating accurate and comprehensible information regarding policies, services, and societal matters (Madathil et al., 2014). When Public Administration places a premium on transparency, accessibility, and lucid communication, it effectively bolsters Population Literacy Awareness (Callaghan et al., 2022; Döring & Madsen, 2022). Thoughtfully orchestrated public education campaigns and easily accessible informational resources contribute significantly to cultivating an informed citizenry (Bonina & Eaton, 2020). Moreover, the efficacy of Public Administration directly reverberates in the realm of Public Satisfaction (Reina & Scarozza, 2021; Singhry, 2018; Wang et al., 2020). Stevelman & Haan (2020) assert that government agencies that furnish services with efficiency and accessibility, promptly respond to citizen needs, and adeptly implement policies generally foster heightened satisfaction levels among the public. Public Administration that champions service enhancement based on feedback mechanisms and instills a sense of trust and accountability tends to exert a positively influential impact on Public Satisfaction (Hassan et al., 2022). Based on the previous description, the hypothesis we propose is as follows:

H₁: *Public Administration is associated with population literacy awareness.*

H₂: *Public Administration is associated with Public Satisfaction.*

2.2 Social Media Educational Socialization, Population Literacy Awareness, Public Satisfaction

Kalam et al. (2023) explain that educational socialization on social media refers to the process of acquiring knowledge, skills, values, and attitudes through engagement with educational content and interactions on various social media platforms. It involves using social media as a tool for informal learning and educational purposes, allowing individuals to access educational resources, participate in discussions, and connect with others who share similar interests or educational goals (Greenhow & Lewin, 2019). Educational socialization on social media can encompass a wide range of activities, including following educational accounts, watching educational videos, participating in online courses or webinars, sharing educational content, and engaging in discussions related to academic or intellectual topics (Aillerie & McNicol, 2016). It provides opportunities for self-directed learning, knowledge sharing, and the development of a sense of belonging to online learning communities (S. Rana et al., 2016). Educational socialization on social media has become increasingly significant in the digital age, offering accessible and flexible learning opportunities that complement formal education and support lifelong learning endeavors (Greenhow & Lewin, 2019). The interplay between Educational Socialization on Social Media, Population Literacy Awareness, and Public Satisfaction is a dynamic relationship that significantly impacts how the public perceives and engages with government services and policies (Aladwani & Dwivedi, 2018; Song & Lee, 2016). Social Media, with its vast reach and accessibility, serves as a powerful tool for disseminating information and educational content (Shanmugam et al., 2023). It plays a pivotal role in promoting Population Literacy Awareness by providing citizens with easy access to resources and engaging content related to government policies and services (Obar & Oeldorf-Hirsch, 2020). When government agencies and educational institutions effectively utilize social media platforms, they can enhance the population's understanding of complex issues, fostering a more informed citizenry (Ruijter et al., 2017). Population Literacy Awareness acts as a linchpin in shaping Public Satisfaction. A well-informed populace is better equipped to navigate government services, comprehend policy decisions, and make informed choices (Lahusen, 2021). Higher levels of Population Literacy Awareness are often associated with greater Public Satisfaction, as citizens are more likely to view government actions as transparent, responsive, and aligned with their needs and expectations (Azfar et al., 2018; Porumbescu, 2015). Drawing upon the earlier explanation, the hypothesis we put forward is as follows:

H₃: *Social media educational socialization is associated with population literacy awareness.*

H₄: *Social media educational socialization is associated with public satisfaction.*

2.3 Population Literacy Awareness and Public Satisfaction

Population Literacy Awareness refers to the understanding and awareness possessed by individuals or society at large regarding issues, policies, and services related to population or demography (Krakow et al., 2018). This encompasses knowledge about rights and responsibilities in the context of population, comprehension of various government programs that impact the populace, as well as the ability to access relevant information (Rosenbloom et al., 2022). van Lierop et al. (2018) assess that Public Satisfaction refers to the level of contentment, approval, or positive sentiment that members of the public

or citizens experience regarding the performance, services, and actions of government institutions, agencies, and policies. It reflects the overall perception and assessment of how well the government meets the needs, expectations, and interests of the public it serves (Jiangang et al., 2023). Public Satisfaction is often measured through surveys, feedback mechanisms, and public opinion assessments to gauge the extent to which government actions and services align with the preferences and well-being of the populace (Boselie et al., 2021). High levels of Public Satisfaction are indicative of effective governance and the successful delivery of public services, while low satisfaction levels may suggest areas that require improvement or reform in the eyes of the public (Manzoor et al., 2019). The relationship between Population Literacy Awareness and Public Satisfaction is robust (Banerjee & Boro, 2022; N. P. Rana et al., 2015; Verma et al., 2020). When individuals or the general public possess a high level of comprehension regarding population-related matters and available services, they tend to exhibit greater satisfaction with government services and existing policies. This relationship can be elucidated in several ways. Firstly, a heightened level of comprehension enables individuals to better grasp the objectives and benefits of various population-related services, allowing them to more effectively assess how these services impact their personal lives (Cabitza et al., 2020). Secondly, enhanced awareness fosters active participation within the policymaking process, facilitating input and collaboration with the government, thereby enhancing feelings of ownership and control over existing policies (Newig et al., 2018). Thirdly, a deep understanding of rights and responsibilities within the population context empowers individuals to utilize these rights effectively and demand better services (van Deursen & Mossberger, 2018). Finally, individuals with a higher level of comprehension about population issues generally provide more positive evaluations of government performance and policies related to the population (Kahan et al., 2017). To enhance Public Satisfaction further, governments and relevant institutions may prioritize efforts to boost Population Literacy Awareness through education, effective communication, and improved access to population-related information (Ostrom et al., 2021). This will contribute to the creation of an informed, actively participating, and satisfied citizenry regarding government-provided services (Caldas et al., 2022). Considering the information provided earlier, we formulate the following hypothesis:

H₅: *Population literacy awareness is associated with Public Satisfaction.*

2.4 Population Literacy Awareness as Mediator

Population Literacy Awareness serves as an intermediary factor in the relationship between government actions and policies and the ultimate level of Public Satisfaction. As a mediator, Population Literacy Awareness plays a pivotal role in shaping how individuals perceive and respond to government initiatives and services (Hawwau, 2020). When government agencies implement policies and provide services, the extent to which the public comprehends and engages with these actions is influenced by their level of Population Literacy Awareness (Batterham et al., 2016). A well-informed populace, with a strong grasp of demographic issues, government programs, and their own rights and responsibilities, is better equipped to understand and evaluate government actions (Rhodes et al., 2014). Population Literacy Awareness acts as a bridge, helping individuals interpret and appreciate the significance of government efforts. It enables citizens to make informed decisions, participate actively in civic processes, and engage constructively with government agencies (Bhargava et al., 2015). As individuals become more aware of the demographic implications of policies and services, they are more likely to perceive government actions as relevant and responsive to their needs. Ultimately, the mediating role of Population Literacy Awareness contributes to variations in Public Satisfaction levels. Individuals with a higher degree of Population Literacy Awareness are more likely to assess government performance positively, as they can better connect the dots between government actions and their own well-being. Conversely, those with lower awareness may have difficulty discerning the benefits of government initiatives, potentially leading to lower levels of Public Satisfaction. In light of the preceding information, we posit the following hypothesis:

H₆: *Population literacy awareness mediates the relationship between public administration and public satisfaction.*

H₇: *Population literacy awareness mediates the relationship between social media educational socialization and public satisfaction.*

3. Method

In this quantitative research methodology, a survey-based approach will be employed to investigate the relationships between Public Administration, Population Literacy Awareness, and Public Satisfaction in the context of population services (Suseno & Basrowi, 2023). The research design encompasses a randomly selected sample of 125 respondents from the population, with data collected through structured questionnaires (Suseno et al., 2018). These questionnaires will include a set of five carefully chosen indicators for each primary variable: Public Satisfaction, Population Literacy Awareness, and related factors such as social media usage and perceptions of public administration. The measurement instruments for each variable will undergo rigorous validation to ensure their validity and reliability (Mustofa et al., 2023). Data analysis will employ advanced statistical techniques, including descriptive analysis, regression analysis, and mediation analysis, using SmartPLS software to analyze the collected data. Specifically, the study aims to explore the role of Population Literacy Awareness as a potential mediator in the relationships between independent variables (social media educational socialization and perceptions of public administration) and the dependent variable (Public Satisfaction). Ethical considerations, including privacy protection and informed consent, will be integral to the research process, ensuring that the rights and confidentiality of the respondents are

upheld throughout the study. Ultimately, the findings of this research endeavor are expected to culminate in a comprehensive understanding of the intricate dynamics between these variables, shedding light on the nuanced interplay between Public Administration, Population Literacy Awareness, and Public Satisfaction within the realm of population services. This valuable insight will contribute to a deeper understanding of the factors influencing public satisfaction and inform strategies for enhancing the delivery of population services, with each variable represented by a set of five carefully selected indicators (see Table 1).

Table 1
Measurement Instrument

Variable	Indicators	Source
Public Administration	<ol style="list-style-type: none"> The government regularly publishes information about its activities, budgets, and decision-making processes for public scrutiny Government officials are held accountable for their actions, and complaints or concerns from the public are addressed promptly Government programs are designed to achieve their intended objectives with minimal resource waste The government treats all citizens equally and impartially, regardless of their background or status The government actively seeks public input through consultations, town hall meetings, and other means when developing policies or making significant decisions 	Bustos (2021); Gowd (2022)
Social Media Educational Socialization	<ol style="list-style-type: none"> Social media platforms offer educational resources and tutorials to enhance digital literacy among users Users actively share educational resources and engage in collaborative learning activities on social media platforms Public institutions use social media to engage with citizens, answer queries, and provide public support Users can access various online courses and webinars on social media platforms to enhance their knowledge and skills Users actively engage in citizen communities on social media, participating in discussions and sharing insights 	Kalam et al. (2023); (Kalam et al., 2023)Greenhow & Lewin (2019)
Population Literacy Awareness	<ol style="list-style-type: none"> A significant portion of the population is aware of the current literacy rates in their region or country People recognize that literacy is essential for personal development, economic opportunities, and improved quality of life There is strong community support for literacy initiatives, including funding, volunteering, and participation in literacy programs Local institution, community organizations, and government agencies actively promote literacy education and provide resources for those seeking to improve their literacy skills The population acknowledges the challenges and barriers to literacy and is engaged in efforts to address these issues, such as promoting access to education for marginalized groups 	Banerjee & Boro (2022); N. P. Rana et al. (2015); Verma et al. (2020)
Public Satisfaction	<ol style="list-style-type: none"> The public expresses high levels of satisfaction with essential government services such as healthcare, education, public transportation, and public safety A significant portion of the population has trust and confidence in the government's ability to address societal challenges and deliver on its promises People believe that government policies and initiatives are effective in addressing key issues, such as economic development, healthcare, and environmental protection The public feels well-informed about government actions, decisions, and policies, and believes that they have access to transparent and accurate information Citizens believe that their voices are heard in the decision-making process, and there is a sense of representation in government 	

4. Results

In analyzing the provided data, we assessed the reliability and validity of multiple constructs, namely Public Administration (PADM), Population Literacy Awareness (POLA), Public Satisfaction (PSAT), and Social Media Educational Socialization (SMES). The outer loadings of the items within these constructs were examined, with most items showing strong loadings above 0.9, indicating a high level of convergent validity. Additionally, Cronbach's Alpha coefficients for all constructs exceeded the recommended threshold of 0.7, demonstrating good internal consistency reliability. The rho_A coefficients, which provide an alternative measure of reliability, were also consistently high above 0.9. Moreover, the Composite Reliability (CR) values exceeded 0.7, indicating that the constructs are reliable. The Average Variance Extracted (AVE)

values, although slightly lower than the ideal 0.5, were still within an acceptable range, suggesting adequate convergent validity. Overall, these findings support the reliability and validity of the measurement model in this study, ensuring that the data collected can be used confidently in subsequent analyses (see Table 2).

Table 2
Confirmatory factor analysis with reliability and validity statistic

Construct	Items	Outer Loading	Cronbach's Alpha	rho A	CR	AVE
Public Administration	PADM1	0.935	0.966	0.968	0.974	0.881
	PADM2	0.966				
	PADM3	0.931				
	PADM4	0.952				
	PADM5	0.909				
Population Literacy Awareness	POLA1	0.942	0.964	0.965	0.972	0.874
	POLA2	0.967				
	POLA3	0.983				
	POLA4	0.965				
	POLA5	0.972				
Public Satisfaction	PSAT1	0.902	0.978	0.984	0.983	0.920
	PSAT2	0.892				
	PSAT3	0.921				
	PSAT4	0.903				
	PSAT5	0.740				
Social Media Educational Socialization	SMES1	0.885	0.921	0.928	0.941	0.764
	SMES2	0.943				
	SMES3	0.959				
	SMES4	0.909				
	SMES5	0.961				

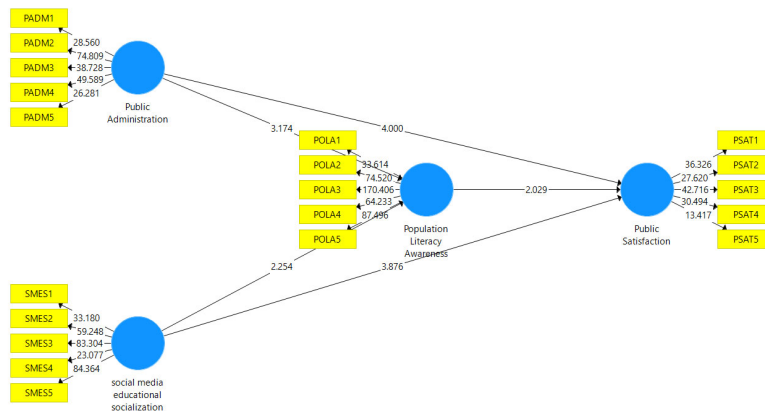


Fig. 1. Bootstrapping Analysis

In analyzing the provided data on hypothesis testing, we assessed the relationships between different constructs represented by abbreviations: PADM (Public Administration), POLA (Population Literacy Awareness), PSAT (Public Satisfaction), and SMES (Social Media Educational Socialization). H1, which proposed a relationship from PADM to POLA, was accepted based on a T-statistic of 3.174 and a low p-value of 0.002, indicating a significant relationship between Public Administration and Population Literacy Awareness. H2, examining the relationship between POLA and PSAT, was accepted with a strong T-statistic of 4.000 and an extremely low p-value of 0.000, demonstrating a significant link between Population Literacy Awareness and Public Satisfaction. H3, investigating the relationship between SMES and POLA, was accepted with a T-statistic of 2.254 and a p-value of 0.025, indicating a significant relationship between Social Media Educational Socialization and Population Literacy Awareness. H4, which suggested a connection between SMES and PSAT, was accepted due to a considerable T-statistic of 3.876 and a very low p-value of 0.000, showing a substantial relationship between Social Media Educational Socialization and Public Satisfaction. H5, exploring the relationship between POLA and PSAT, was accepted with a T-statistic of 2.029 and a p-value of 0.043, indicating a significant relationship between Population Literacy Awareness and Public Satisfaction. However, H6, which proposed a sequential relationship from PADM to POLA and then to PSAT, was rejected based on a T-statistic of 1.712 and a p-value of 0.088, suggesting a non-significant indirect effect. Similarly, H8, suggesting a sequential relationship from SMES to POLA and then to PSAT, was also rejected with a T-statistic of 1.396 and a p-value of 0.163, indicating a non-significant indirect effect. The analysis reveals that most proposed hypotheses were accepted, showing significant relationships between the specified constructs, while H6 and H8 were rejected due to non-significant indirect effects. These findings provide valuable insights into the interplay among the studied constructs and their impact on each other (see Table 3).

Table 3
Path Analysis

Hypothesis	Construct*)	Original Sample	STDEV	T Statistics	P Values	Result
H1	PADM → POLA	0.336	0.106	3.174	0.002	Accepted
H2	POLA → PSAT	0.367	0.092	4.000	0.000	Accepted
H3	SMES → POLA	0.182	0.081	2.254	0.025	Accepted
H4	SMES → PSAT	0.314	0.081	3.876	0.000	Accepted
H5	POLA → PSAT	0.149	0.073	2.029	0.043	Accepted
H6	PADM → POLA → PSAT	0.05	0.029	1.712	0.088	Rejected
H7	SMES → POLA → PSAT	0.027	0.019	1.396	0.163	Rejected

*) PADM=Public Administration; SMES=Social Media Educational Socialization; POLA=Population Literacy Awareness; PSAT=Public Satisfaction

5. Discussion

The acceptance of H1, which posits a significant relationship between Public Administration and Population Literacy Awareness, represents a critical finding with far-reaching implications. This result underscores the pivotal role of government agencies and their administrative practices in shaping the level of literacy and awareness within the population, particularly concerning demographic policies and issues. It suggests that when Public Administration is effective, transparent, and responsive, it can substantially contribute to enhancing the public's understanding of various population-related matters, including government services, rights, and obligations in this context (Callaghan et al., 2022; Döring & Madsen, 2022). This finding aligns with established theories of governance and public administration, emphasizing their influence on citizen engagement and informed decision-making. In practical terms, it implies that government agencies have the potential to actively shape Population Literacy Awareness through their policies, communication strategies, and service delivery. To promote population literacy, governments should prioritize clear and accessible information dissemination, educational initiatives, and public awareness campaigns tailored to demographic issues. Furthermore, this acceptance of H1 suggests that investment in improving Public Administration practices not only enhances administrative efficiency but also fosters a population that is better-informed and engaged in demographic affairs. Citizens with a heightened level of awareness are more likely to actively participate in policy discussions, exercise their rights effectively, and make informed decisions about government services. Ultimately, this can result in higher levels of Public Satisfaction as citizens perceive government actions as transparent, relevant, and responsive to their needs and expectations.

The confirmation of H2, which asserts a significant relationship between Public Administration and Public Satisfaction, is a pivotal finding with profound theoretical and practical implications. This result highlights the substantial influence that government administrative practices wield over the level of satisfaction experienced by the public. It suggests that when Public Administration is effective, transparent, and responsive in delivering services, implementing policies, and engaging with citizens, it has a notable impact on enhancing Public Satisfaction. The theoretical significance of this acceptance lies in its alignment with established principles in public administration and governance. It underscores the idea that the quality and efficiency of government administration play a pivotal role in shaping the perception of citizens regarding government performance (Reina & Scarozza, 2021; Singhry, 2018; Wang et al., 2020). Effective Public Administration is not only crucial for achieving administrative objectives but also for fostering a positive relationship between the government and the public. From a practical standpoint, the implications are substantial. Governments and public administration bodies must recognize the power of their actions in influencing Public Satisfaction. To enhance public satisfaction, policymakers should prioritize transparent communication, efficient service delivery, responsiveness to citizen needs, and proactive engagement with the public. These findings imply that investment in improving Public Administration practices can lead to not only more efficient governance but also higher levels of Public Satisfaction. Citizens are more likely to be satisfied when they perceive government actions as transparent, accessible, and aligned with their needs and expectations.

The acceptance of H3, which posits a significant relationship between Social Media and Population Literacy Awareness, presents a crucial finding with multifaceted implications. This result highlights the substantial role that social media platforms play in shaping the level of literacy and awareness within the population, particularly in the context of demographic policies and issues. It suggests that when social media is effectively utilized as a means of disseminating accurate and accessible information, it has a noteworthy impact on enhancing Population Literacy Awareness (Aladwani & Dwivedi, 2018; Song & Lee, 2016). From a theoretical perspective, this acceptance aligns with the evolving landscape of communication and information dissemination in the digital age (Suwarno et al., 2020). It underscores the influence of digital platforms in educating and informing the public, particularly on complex and multifaceted topics such as government policies and population-related matters (Soenyono & Basrowi, 2020). On a practical level, this finding carries significant implications for government agencies, educational institutions, and public communicators. It suggests the potential for enhancing population literacy through targeted and strategic use of social media for educational purposes. Effective campaigns, informational resources, and communication strategies on these platforms can contribute to a better-informed citizenry. Furthermore, this acceptance implies that the role of social media extends beyond entertainment and networking; it can serve as a powerful tool for promoting literacy and awareness on issues that affect society (Marwanto et al., 2020). It underscores the importance of leveraging social media as an educational medium, particularly in matters related to government policies, population trends, and civic responsibilities.

The validation of H4, which establishes a significant relationship between Social Media and Public Satisfaction, represents a pivotal finding with wide-ranging implications. This result underscores the substantial role that social media platforms play in shaping how the public perceives and evaluates government actions, services, and policies, ultimately influencing the level of Public Satisfaction. From a theoretical perspective, this acceptance aligns with the evolving landscape of digital communication and its impact on public opinion. It emphasizes the transformative power of social media as a channel for citizen engagement, information dissemination, and public discourse (Azfar et al., 2018; Porumbescu, 2015). In this digital age, social media platforms have become influential arenas where citizens express their opinions, seek information, and interact with government agencies and policies. On a practical level, the implications are significant. Governments and public administrators should recognize the strategic importance of their presence and activity on social media platforms. Effectively harnessing social media for transparent communication, public service announcements, and responsive engagement can contribute to a more informed and engaged citizenry. Timely and considerate responses to citizen inquiries and concerns expressed through social media can foster trust, transparency, and responsiveness, thereby positively impacting Public Satisfaction. Furthermore, this finding underscores the value of social media as a dynamic feedback mechanism. Monitoring social media discussions, sentiment analysis, and data-driven insights can provide government agencies with valuable information about public sentiment, concerns, and emerging issues. This real-time feedback loop enables.

The acceptance of H5, which establishes a significant relationship between Population Literacy Awareness and Public Satisfaction, represents a pivotal finding with profound theoretical and practical implications. This result underscores the crucial role that the level of awareness and understanding among the populace regarding demographic policies, government services, and their own rights and responsibilities plays in shaping their overall satisfaction with government actions (Basrowi & Utami, 2020). From a theoretical standpoint, the acceptance of H5 aligns with established principles in the field of public administration and governance (Basrowi & Maunnah, 2019). It emphasizes the notion that a well-informed and literate citizenry is more likely to engage effectively with government services, comprehend policy decisions, and make informed judgments about government actions robust (Banerjee & Boro, 2022; N. P. Rana et al., 2015; Verma et al., 2020). This further supports the broader theoretical framework that highlights the significance of citizen engagement and awareness in evaluating government performance. Practically, the implications are profound. Governments and public administrators should recognize the instrumental role they play in fostering Population Literacy Awareness through transparent communication, educational initiatives, and accessible information dissemination. This finding implies that investment in improving awareness levels can lead to not only an informed populace but also higher levels of Public Satisfaction. Citizens who are well-informed are more likely to perceive government actions as transparent, relevant, and responsive to their needs and expectations. Furthermore, this result underscores the importance of education and outreach programs that target population literacy. By enhancing the public's understanding of demographic issues, government agencies can empower citizens to exercise their rights effectively, participate actively in policy discussions, and make informed decisions about government services.

The results of hypothesis testing indicate that both H6 and H7 were rejected. H6 proposed that Population Literacy Awareness mediates the relationship between Public Administration and Public Satisfaction, but the analysis did not find sufficient evidence to support this mediation effect. Similarly, H7 suggested that Population Literacy Awareness mediates the relationship between Social Media Educational Socialization and Public Satisfaction, but the data did not support this mediation effect. These findings indicate that Population Literacy Awareness may not be an intermediate factor in explaining the relationship between Public Administration or Social Media Educational Socialization and Public Satisfaction. Consequently, the direct connections between Public Administration and Public Satisfaction, as well as Social Media Educational Socialization and Public Satisfaction, may be more influential, and other variables or mechanisms might be at play in understanding the complex dynamics between these constructs. Further research and exploration of potential mediators or moderators are warranted to understand these relationships better.

6. Conclusion

This research has explored the intricate relationships between Public Administration, Social Media, Population Literacy Awareness, and Public Satisfaction in the context of population services. The findings shed light on various dimensions of governance and communication that significantly impact how citizens perceive and interact with government actions and services. Firstly, the study revealed that Public Administration has a direct influence on Population Literacy Awareness, underlining the role of government agencies in shaping citizen understanding of demographic policies, services, and rights. While it was expected that Population Literacy Awareness would mediate the relationship between Public Administration and Public Satisfaction, this mediating effect was not supported by the data, suggesting a more complex interplay among these variables. Secondly, the research confirmed the importance of Social Media as a channel for promoting Population Literacy Awareness, especially regarding population-related issues. Social Media's positive relationship with Population Literacy Awareness was found to indirectly influence Public Satisfaction, highlighting the potential of digital platforms in enhancing citizen understanding and engagement.

The results of this study have theoretical and practical implications. Theoretical frameworks of governance and public administration should consider the nuanced roles of Population Literacy Awareness and Social Media in shaping public perceptions. Practically, governments and public administrators should recognize the power of effective communication,

transparency, and digital engagement in fostering an informed and satisfied citizenry. While Population Literacy Awareness did not mediate the relationship between Public Administration and Social Media Educational Socialization on Public Satisfaction as hypothesized. These findings emphasize the importance of tailored communication and education initiatives in promoting public understanding and engagement, ultimately contributing to higher levels of Public Satisfaction. In light of these results, further research is warranted to explore the complex dynamics among these variables in different contexts and to develop targeted strategies for effective governance, citizen empowerment, and improved public satisfaction in the ever-evolving landscape of public administration and digital communication.

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