

ABSTRACT

This study aims to analyze the influence of good governance based on its principles on public trust in village governments. The principles examined include accountability, transparency, responsiveness, community participation, rule of law, and equity or fairness. This study was motivated by the phenomenon of rampant corruption at the village level, which has led to a decline in public trust in village governments.

This study uses a quantitative approach with a multiple linear regression analysis method using SPSS software. The study uses primary data obtained from active students of Diponegoro University who reside in villages. The sample size in this study is 204 people, with data collection conducted through the distribution of an online questionnaire using Google Forms.

The results of the study indicate that not all principles of good governance have a significant impact on public trust. Only the variables of public participation, fairness or equity, and responsiveness were found to have a positive and significant impact. Meanwhile, accountability, transparency, and the rule of law did not have a significant impact. These findings imply that the public trust in village governments cannot be built solely through administrative obligations but also through active involvement and more contextual social relationships.

Keywords: *Public trust, Good governance, Village government.*

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