

ABSTRACT

**THE ANALYSIS OF THE IMPACT OF INTEGRITY ZONE DEVELOPMENT
ON ORGANIZATIONAL PERFORMANCE
THROUGH THE QUALITY OF PUBLIC SERVICES
AND ANTI-CORRUPTION PERCEPTIONS
(Case at a State University in Tasikmalaya)**

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This research aims to determine the effect of integrity zone development on public service quality and anti-corruption perceptions; the effect of integrity zone development on organisational performance; and the effect of integrity zone development on organisational performance through public service quality and anti-corruption perceptions. This research was quantitative with a descriptive approach, using primary data and partial least squares structural equation model (PLS-SEM) analysis techniques. The results of this study concluded that there was a significant positive influence between the development of integrity zones on the quality of public services and anti-corruption perceptions; there was a positive and significant influence between the development of integrity zones on organisational performance; and there was a significant positive influence between the development of integrity zones on organisational performance through the quality of public services and anti-corruption perceptions. The implication is that the development of integrity zones in universities in Tasikmalaya has the potential to improve organisational performance through improving the quality of public services and accelerating anti-corruption efforts.

Keywords: development of integrity zones, quality of public services, anti-corruption perceptions, organizational performance.