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## THE QUALITY OF PUBLIC SERVICES AND THEIR IMPACT ON COMMUNITY SATISFACTION IN BONGOMEME VILLAGE, DUNGALIYO SUB-DISTRICT GORONTALO COUNTY

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### Abstrak

*This study aims to determine the quality of public services and their effect on community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency. The approach in this study is quantitative with ex-post facto methods. Data collection in this study was carried out by questionnaire. The number of samples was 62 people consisting of 12 village officials and 50 community members. Data analysis in this study is a simple linear regression inferential quantitative analysis. The results showed that the quality of public services was in a fairly good category with a score of 78.16%. This means that public services in Bongomeme Village, Dungaliyo District, Gorontalo Regency have not been able to achieve the desired goals or do not fully meet the needs of the community with satisfactory results or in this case the services provided have not provided significant benefits to the local community. Then the quality of public services has a positive and significant effect on community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency with a coefficient of determination of 72.60%. The influence of other variables on community satisfaction amounted to 27.40%, namely village government motivation in the form of assistance and ease of service affairs, speed of service, social relations and community psychological factors. Positive results show that community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency for the public services provided can be maximized through efforts to strengthen service quality in accordance with the expectations of the community as users of these services.*

**Keywords: Community Satisfaction, Quality of Public Service**

### INTRODUCTION

Community satisfaction is a comparison between public trust in the recipients of services they receive in the form of performance. The level of service quality can be said to be satisfactory if the quality of service provided is in accordance with the expectations of the community, then the community will feel satisfied, and vice versa if the service provided to the community is not satisfactory. In accordance with expectations, the community will not be satisfied with the services provided. The level of community satisfaction can be realized if the services provided are in accordance with established service standards (Widiastuti et al., 2022: 34).

Community Satisfaction Index (IKM) is a measure of assessment given by the community to the government for the services provided. Therefore, to measure the level of community satisfaction and the quality of services provided is to use the community satisfaction index in the Regulation of the State Minister of State Apparatus Number 14 of 2017

concerning General Guidelines for the Preparation of the Community Satisfaction Index of Public Service Units. Community satisfaction index is data and information about the level of public satisfaction obtained from the results of quantitative and qualitative measurement of public opinion in obtaining a service from officials in the implementation of public services by comparing the expectations and needs of the community.

If a service that has been provided can meet the criteria, it can be said that the need has been met so that it can provide satisfaction to the community. The quality of service can be reviewed through the most basic level of service provided by an agency in the government, namely at the kelurahan/village level. Services provided in the village include basic administrative services, for example in the services of Family Card Management, Birth Certificate, Identity Card (KTP), Certificate of Incapacity (SKTM), Land Certificate, Death Certificate, Certificate of Marriage, Certificate of Move, Certificate of Arrival, Certificate of Business, Certificate of Residence and others.

Bongomeme Village is one of the villages located in Dungaliyo District, Gorontalo Regency where the village also carries out basic administrative services that are included in the general kaur. The results of interviews with the community can be known to the recipients of administrative services from January to December 2022 at the Bongomeme Village office, Dungaliyo District, Gorontalo Regency. From the observations found, it turns out that the level of community satisfaction at the Bongomeme Village office, Dungaliyo District, Gorontalo Regency can be said to be still not optimal, the first problem can be seen in terms of *service quality*, there is still village apparatus in the service process not in accordance with existing procedures, so it is not in accordance with expectations that can make the community feel less satisfied with the level of service quality provided by the village apparatus, so that the community is not satisfied with the services provided. Another weakness found in the service process is that there are facilities and infrastructure used that are still not optimal, this can be seen from the service waiting room that tends to be narrow and the lack of print available, so that it can slow down a service.

Meanwhile, there are still some village apparatuses that are not optimal in providing services to the community. As for other obstacles found in services, such as in carrying out administrative services, there are still illegal levies that should not be obliged, such as for printing certificates, printing fees are charged to the community. The community will be more satisfied if the level of service is easy, comfortable, and efficient in getting a service. Then there

is a long waiting time only for 1 type of service, for example for certificate services whose results cannot be waited for because they have to come back every day.

The management of Family Cards, Birth Certificates, Identity Cards (KTP), Certificate of Incapacity (SKTM), Certificate of Land, Death Certificate, Certificate of Marriage, Certificate of Moving, Certificate of Arrival, Certificate of Business, Certificate of Residence and others still have various obstacles. So that it can hamper a level of service to the community and also require a long time to serve, and the lack of facilities and infrastructure so that it can make it difficult for village apparatus to do a job. Some of these problems, of course, can affect the Bongomeme Village apparatus in carrying out their duties in service to the community. Services carried out by village officials are more about prioritizing family and close relatives so that it can cause a sense of dissatisfaction among the people who receive services.

Then services for the management of assistance for the community are also more widely considered are the families of village officials, such as Mahyani and others. Even though this is contrary to the principle of public service and makes the problem of public satisfaction decrease. The problem of community satisfaction in terms of public services in the village and the preference of the village government towards providing assistance to the families of village officials are serious problems that must be addressed. Injustice and lack of transparency in the management of public resources and services can lead to a decrease in public trust in village government. So that these various things make community satisfaction with services in Bongomeme Village, Dungaliyo District, Gorontalo Regency still less than optimal.

### **Community Satisfaction**

Community satisfaction is the level of consumer feelings after comparing between what is received and their expectations Mustari (2022: 5-6) said that public satisfaction with the ease of obtaining a service includes 2 dimensions, namely (1) Satisfaction which refers only to the application of standards and codes of ethics for professions. (2) Satisfaction which refers to the application of all public service requirements.

### **Quality of Public Services**

Yayat (2017: 49) that public service is an effort made by a group of bureaucratic people to provide assistance to the community in order to achieve a certain goal. One of the implementation of public services is population administration in a government". Lalolorang (2021: 18) public services are all service activities carried out by public service providers as an effort to meet public needs and implement the provisions of laws and regulations. According

to Zeithaml in (Pasolong 2016: 135), service quality can be measured from five dimensions, namely: *Tangible, Reability, Responsiviness, Assurancce* , and *Empaty*.

## RESEARCH METHODS

This research was conducted in Bongomeme Village, Dungaliyo District, Gorontalo Regency. This research was conducted for 5 (five) months, starting from May to September 2023. The approach in this study is quantitative with ex-post facto methods. Data collection in this study was carried out by questionnaire. The number of samples was 93 people obtained by the saturated sampling process. Data analysis in this study is a simple linear regression inferential quantitative analysis. The test is based on a simple regression equation as follows:

$$Y = a + b X$$

Description of the formula:

Y : Community Satisfaction

a : constant or when price x = 0

B : Regression Coefficient

X : Quality of Public Service

## RESEARCH RESULTS

### A. Descriptive Statistics

The results of the descriptive analysis for each variable in this study are presented as follows:

#### 1. Variable Quality of public services

The results of respondents' assessment on the quality of public services (variable X) are shown in the following table:

**Tabel 1: Results of Response Assessment on the Quality of Public Services**

No	Statement Score			Indicator Score	Criterion	
	Current	Ideal	%		Statement	Indicator
X-1	261	310	84.19%	83.79%	Baik	Baik
X-2	246	310	79.35%		Cukup Baik	
X-3	255	310	82.26%		Baik	
X-4	277	310	89.35%		Baik	
X-5	236	310	76.13%	74.27%	Cukup Baik	Cukup Baik
X-6	243	310	78.39%		Cukup Baik	
X-7	229	310	73.87%		Cukup Baik	
X-8	213	310	68.71%		Cukup Baik	
X-9	232	310	74.84%	75.16%	Cukup Baik	Cukup Baik
X-10	238	310	76.77%		Cukup Baik	
X-11	223	310	71.94%		Cukup Baik	
X-12	239	310	77.10%		Cukup Baik	
X-13	242	310	78.06%	84.27%	Cukup Baik	Baik
X-14	283	310	91.29%		Baik	
X-15	280	310	90.32%		Baik	

X-16	240	310	77.42%	73.31%	Cukup Baik	Cukup Baik
X-17	212	310	68.39%		Cukup Baik	
X-18	245	310	79.03%		Cukup Baik	
X-19	215	310	69.35%		Cukup Baik	
X-20	237	310	76.45%		Cukup Baik	
<b>Total</b>	<b>4,846</b>	<b>6,200</b>	<b>78.16%</b>		<b>Cukup Baik</b>	

Source: Processed SPSS 21, 2023

From table 1 above, the overall answers from respondents regarding the quality of public services are in the fairly good category with a score of 78.16%. Then the results of each indicator were found that the highest indicator was the *assurance* indicator with a score of 84.27% which was on good criteria. Then the lowest indicator is the empathy indicator (*Empathy*) with a score of 73.31% which is on a fairly good criterion.

## 2. Community satisfaction variables

The results of respondents' assessment of community satisfaction (variable Y) are shown in the following table:

**Table 2: Results of Response Assessment on community satisfaction**

No	Statement Score			Indicator Score	Criterion	
	Current	Ideal	%		Statement	Indicator
Y-1	249	310	80.32%	75.77%	Puas	Cukup Puas
Y-2	249	310	80.32%		Puas	
Y-3	210	310	67.74%		Cukup Puas	
Y-4	235	310	75.81%		Cukup Puas	
Y-5	236	310	76.13%		Cukup Puas	
Y-6	236	310	76.13%		Cukup Puas	
Y-7	240	310	77.42%		Cukup Puas	
Y-8	234	310	75.48%		Cukup Puas	
Y-9	224	310	72.26%		Cukup Puas	
Y-10	236	310	76.13%		Cukup Puas	
Y-11	242	310	78.06%	72.87%	Cukup Puas	Cukup Puas
Y-12	202	310	65.16%		Cukup Puas	
Y-13	189	310	60.97%		Cukup Puas	
Y-14	241	310	77.74%		Cukup Puas	
Y-15	203	310	65.48%		Cukup Puas	
Y-16	232	310	74.84%		Cukup Puas	
Y-17	232	310	74.84%		Cukup Puas	
Y-18	243	310	78.39%		Cukup Puas	
Y-19	239	310	77.10%		Cukup Puas	
Y-20	236	310	76.13%		Cukup Puas	
<b>Total</b>	<b>4,608</b>	<b>6,200</b>	<b>74.32%</b>		<b>Cukup Puas</b>	

Source: Processed SPSS 21, 2023

From table 2 above, the overall answers from respondents regarding community satisfaction are in the category that is quite satisfied with a score of 74.32%. Then the results

of each indicator were found that the highest indicator was a satisfaction indicator which refers only to the application of standards and professional codes of ethics with a score of 75.77% which is on good criteria. Then the lowest indicator is the Satisfaction indicator which refers to the implementation of all public service requirements with a score of 72.87% which is on a fairly good criterion.

#### A. Results of Regression Analysis and Hypothesis Testing

The results of simple regression analysis and hypothesis testing using the help of SPSS are as follows:

**Table 3: Regression Analysis Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.183	3.598		3.108	.003
Kualitas Pelayanan Publik	.758	.060	.852	12.600	.000

Source: SPSS Processed Data 21, 2023

From table 3 of the results of the analysis above, the regression model between the quality of public services to public satisfaction is as follows:

$$\hat{Y} = 11,183 + 0,758X$$

The t-count value for the Public Service Quality variable is 12,600. While the value of t-table at the level of significance is 5% and the free degree n-k-1 or 62-1-1= 60 is 2.009. If these two t-values are compared, the  $t_{\text{count}}$  value is still greater than the t-table value (10.864>2.009). In addition, if we compare the significant value (P value), it can be seen that the  $P_{\text{value}}$  (0.000) of this test is smaller than 0.05. So that the quality of public services has a positive and significant effect on community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency. Positive results show that community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency for the public services provided can be maximized through efforts to strengthen service quality in accordance with the expectations of the community as users of these services.

#### B. Interpretation of the Coefficient of Determination

The value of the coefficient of determination is a value whose magnitude ranges from 0%-100%. The magnitude of the coefficient of determination ( $R^2$ ) is presented in the following table 4.13:

**Table 4: Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 <sup>a</sup>	.726	.721	4.22019

Source: SPSS Processed Data 21, 2023

Based on table 4 of the estimation results of the regression equation model that has been done above, the value of the coefficient of determination  $R^2$  is 0.726. This value means that 72.60% of community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency is influenced by the quality of public services. The influence of other variables on community satisfaction amounted to 27.40% as according to Umar (2015); Dailiati (2018: 97-99); Irawan (2016: 37) &; Widya (2018: 84-87) namely the variables of village government motivation in the form of assistance and ease of service affairs, speed of service, social relations and community psychological factors.

## DISCUSSION

The results of the descriptive analysis found that the quality of public services was in a fairly good category with a score of 78.16%. This means that public services in Bongomeme Village, Dungaliyo District, Gorontalo Regency have not been able to achieve the desired goals or do not fully meet the needs of the community with satisfactory results or in this case the services provided have not provided significant benefits to the local community. However, public services in this village are easily accessible to the community. The facilities and information necessary to access the service are well available. Bongomeme Village has also noticed the accessibility needs for those with physical or geographical limitations.

Village governments are responsible for providing quality public services to the community. The main interest of good public services is to meet the needs and desires of the community by providing effective, efficient, responsive, and fair services. Yusrizal, et al (2018) said that good public services in village government encourage community involvement and active participation in the village development process. Through community participation, village government policies and programs can better suit the needs and aspirations of the community. Quality public services in village government play an important role in improving the quality of life of the community. This includes health services, education, infrastructure, clean water, sanitation, and others that can have a direct positive impact on people's daily lives.

This result is in accordance with the opinion of Alfionita & Gunawan (2020: 86) that public services in the field of government are a manifestation of the function of the state apparatus in the form of community services and services to the state. Service is an important

factor in a government that can determine the quality of service in a quality that has a very large influence on community satisfaction. Public service is a form of service provided by the bureaucracy or government to the community. The application of public services is to meet the needs in accordance with the expectations of the community. Because in essence the government is a servant of the people. In line with the findings of Suandi (2019) that the community satisfaction index is 71.95 so that the quality of public services is at the level of "B (Good)". This shows that overall service performance is included in the good category

A satisfied society is one that receives more added value from the organization. Satisfying the community does not only mean providing additional products or services, services or systems used (Kotler and Keller, 2013: 34). Public satisfaction with a product or service is actually something that is not easily obtained if the service organization or industry does not really understand what the community expects. For products or services that have the same quality, it can provide different satisfaction for different communities. Therefore, every organization must be able to understand the needs of the community to be able to get satisfaction from the community, both in terms of quality and service, products or services

The results of the descriptive analysis found that community satisfaction was in the category that was quite satisfied with a score of 74.32%. This means that people in Bongomeme Village, Dungaliyo District, Gorontalo Regency are quite happy with the public services they have received or that they meet their needs and expectations quite well. This sufficient criterion is because public services in Bongomeme Village have not provided fair and equal treatment to all community members because there is discrimination in providing access and services to the community, so that some people feel ignored or do not get the same treatment, especially in receiving assistance or handling certain files that are still not so fast, while other communities have fast services.

The satisfaction of the village community has an impact on the development of the village's economic potential. Satisfied people will be more motivated to try and develop businesses in the village, improve welfare and economic growth of the village. Rural community satisfaction is a key element in sustainable development. By taking into account the needs and aspirations of the community, the village government can plan and implement sustainable and relevant development policies and programs for the community. Therefore, it is important for village governments and related stakeholders to prioritize community satisfaction in planning, managing, and providing public services. Efforts to increase the



satisfaction of rural communities will encourage good, inclusive, and sustainable village development.

Meanwhile, the results of simple regression testing found that the quality of public services had a positive and significant effect on community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency with a coefficient of determination of 72.60%. The influence of other variables on community satisfaction amounted to 27.40% according to Umar (2015: 142); Dailiati (2018: 97-99); Irawan (2016: 37) & Widya (2018: 84-87) namely the variables of village government motivation in the form of assistance and ease of service affairs, speed of service, social relations and community psychological factors. Positive results show that community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency for the public services provided can be maximized through efforts to strengthen service quality in accordance with the expectations of the community as users of these services.

The results of this study found that there is a positive and significant influence of the quality of public services on community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency, which is in line with the statement of Widiastuti et al., (2022: 34) that community satisfaction is a comparison between public trust in the recipients of services they receive in the form of performance. The level of service quality can be said to be satisfactory if the quality of service provided is in accordance with the expectations of the community, then the community will feel satisfied, and vice versa if the service provided to the community is not satisfactory. In accordance with expectations, the community will not be satisfied with the services provided. The level of community satisfaction can be realized if the services provided are in accordance with the established service standards

This result is also in line with the findings of Vellayati (2018) that the quality of public services has an influence of 39.5% and is significant on community satisfaction. In line with Anisa's (2018) findings that the overall variables of responsiveness, reliability, empathy and physical form are applied or applied and implemented properly and in accordance with community expectations, community satisfaction with services will increase. Nasihah (2020) also said that service quality affects community satisfaction, where there is a significant influence between reliability, responsiveness, between assurance, empathy, physical evidence, and reliability. This finding is also in line with the statement of Rezha, et al (2018) that the quality of service consisting of physical evidence, reliability, responsiveness, assurance, and empathy simultaneously has a significant effect on community satisfaction.

This result is also in line with the opinion of Mozin & Isa (2023: 1) that the performance of village government can be successful by achieving the objectives of village governance. The level of satisfaction of rural communities is an important indicator in assessing the performance of village governments. High satisfaction reflects good performance and builds trust and legitimacy of the village government in the eyes of the community. The satisfaction of rural communities plays an important role in improving their quality of life. If the needs and aspirations of the community are met, they will feel more satisfied with the living conditions in the village, including public services, infrastructure, education, health, and others. The satisfaction of the village community encourages active participation and involvement in village development. Satisfied communities are more likely to be involved in village activities, provide input, and cooperate with the village government in advancing the village.

### **CONCLUSION**

The quality of public services is in a fairly good category with a score of 78.16%. This means that public services in Bongomeme Village, Dungaliyo District, Gorontalo Regency have not been able to achieve the desired goals or do not fully meet the needs of the community with satisfactory results or in this case the services provided have not provided significant benefits to the local community. Then the quality of public services has a positive and significant effect on community satisfaction in Bongomeme Village, Dungaliyo District, Gorontalo Regency with a coefficient of determination of 72.60%. The influence of other variables on community satisfaction amounted to 27.40%, namely village government motivation in the form of assistance and ease of service affairs, speed of service, social relations and community psychological factors.

### **SUGGESTION**

Based on the conclusions described above, the researcher provides the following suggestions; The head of Bongomeme Village, Dungaliyo District, Gorontalo Regency should improve the quality of services to increase community satisfaction by improving communication and openness with the community in the decision-making process related to public services in the village. Then conduct a thorough evaluation of the quality of existing public services, identify weaknesses, and follow up by making necessary improvements. As well as paying special attention to responsiveness to the needs and problems faced by the community by ensuring a clear mechanism for receiving and responding to complaints, suggestions, or questions from the community.

It is better for the officials of Bongomeme Village, Dungaliyo District, Gorontalo Regency to increase awareness of the importance of quality public services and their impact on community satisfaction with the principle of making community satisfaction the main focus in carrying out duties and responsibilities. Then improve skills and knowledge related to public service, including communication skills and interaction with the community.

The Gorontalo Regency Government should pay special attention to capacity building and training for village officials in terms of good public services and evaluate the successful implementation of public service policies in villages. If there are deficiencies or obstacles, make improvements and strengthen monitoring and evaluation mechanisms on an ongoing basis.

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