



The Quality of Public Services to the Level of Satisfaction



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alas district office; assurance; community satisfaction; public service quality; responsiveness;

Abstract

This research has been carried out in the Alas District Office, Sumbawa Regency aims to determine the quality of public services to the level of community satisfaction, supporting factors, and obstacles to public services at the Alas District Office. The research method used, among others, is to determine a sample of 60 respondents (20.00%) from approximately 300 people who received public services in the last 1 year (2019) at the Alas District Office, with data collection instruments using a questionnaire and to complete the data also uses interviews. Meanwhile, the data analysis technique used descriptive statistics, namely in addition to the quantitative analysis of line percentages from the questionnaire results, also using qualitative analysis for the data from the interview results. The results of the research achieved are related to the level of community satisfaction from each variable, namely the Tangible Variable, the quality of public services to the level of community satisfaction in the Alas District Office reaching 68.33% feeling satisfied and very satisfied, then for the Reliability variable reaching 70.00% feeling satisfied and very satisfied, the Responsiveness variable reached 75.00% felt satisfied and very satisfied, the Assurance variable reached 80.00% felt satisfied.

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1 Introduction

The implementation of public services is the main part of governance at all levels, starting from the central, provincial, district/city, district to neighborhood/village levels. So, it can be said that the quality of public services is an important indicator to measure the quality of the administration of the government bureaucracy. The bureaucratization of the government system at the beginning of the reform era, namely a change in the centralized system to be centralized or commonly known as the era of regional autonomy, brought fresh air to improve the quality of public services in the regions. Due to the presence of the era of regional autonomy, the government bureaucracy in the regions will be closer and directly dealing with the community.

On the contrary, since the implementation of regional autonomy, the role and function of the government bureaucracy in the regions have continued to be questioned, bearing in mind that there have been many criticisms and complaints from the public regarding the low quality of public services in various development sectors, especially related to corrupt practices and inefficiency in services. Some of the results of previous research include, among other things, that the performance of public bureaucratic services in the regions is still low, the practice of KKN (corruption, collusion, and nepotism) in government and public services are still ongoing, even with a wider scale and behavior, the desire of the community to enjoy services. an efficient, responsive, and the accountable public is still very far from reality. In implementing public services, if it is always oriented to strong power alone, it will create a government bureaucracy that is further away from its mission to promote the quality of public services. The government bureaucracy and its officials always place themselves more as rulers than as public servants. So that it has an impact on bureaucratic attitudes and behavior in the delivery of public services, which tends to ignore the aspirations and interests of the community (Torres *et al.*, 2005; Speer, 2012; Reback, 2005).

It seems that the target of good public service performance must be directed at meeting the needs of the community, both in quantity and in quality, to provide satisfaction to the community using these services. Oriented towards efforts to create community satisfaction is important because community satisfaction is one measure of the success of services provided by the government. There are still many shortcomings in the implementation of public services by the government, especially in terms of quality, which is still far away and needs a process of improvement that can be carried out gradually and continuously.

Since the reform era with openness and increasingly critical society, the government bureaucracy must be able to provide public services that are more professional, effective, simple, transparent, timely, responsive, and adaptive, as well as being able to build human quality in the sense of increasing the capacity of individuals and society to actively determine his future. Local government agencies such as sub-districts are an example of a government agency implementing public services. The district as a public service provider has the main task of assisting the Regent in administering governance, development, community in the sub-district area as well as increasing the effectiveness of public services in the framework of good governance and improving the quality of services in the form of services and licensing through transparency and service standardization. Then, the problem in this study is about how the quality of public services on the level of community satisfaction in Alas District? as well as what are the supporting and inhibiting factors in improving the quality of public services at the Alas District office? Research objectives, namely: to determine the quality of public services on the level of community satisfaction in Alas District; and to determine the supporting and inhibiting factors in improving the quality of public services in Alas District.

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2 Materials and Methods

2.1 Theoretical Basis

In the Decree of the Minister of PAN No. 25/2004 concerning General Guidelines for Public Service Administration, states: The principles of public services include, *a. the simplicity of service* implies that service procedures are carried out in an easy, smooth, fast, precise, straightforward, easy to understand and easily implemented by people requesting services; *b. service clarity* and certainty mean that there are clarity and certainty regarding: (1) service procedures, both technical and administrative requirements, (2) work units and/or officials authorized and responsible for providing services, (3) details of costs/service rates and payment methods, and (4) time schedule for service completion; *c. security in service* means that the process and results of service can provide security, comfort and can provide legal certainty for the community; *d. Openness in Services* means that procedures, requirements for work units/officers in charge of providing services, completion time, details of costs/rates, and other matters relating to the service process must be informed openly so that they are easily known and understood by the public, whether requested or not; *e. efficiency in service* means: service requirements are only limited to matters directly related to the achievement of service targets while still paying attention to the integration of the requirements with the service products provided. To prevent the repetition of the fulfillment of requirements, if the community service process has complete requirements from work units/other government agencies concerned; *f. economic in services* means that the imposition of fees in the provision of services must be determined fairly by taking into account: the value of goods and or services for the community and not demanding unreasonably high fees; the condition and ability of the community to pay; and the provisions of the applicable laws and regulations; *g. equitable justice in services* means that the coverage/range of services must be endeavored to be as broad as possible with even distribution and applied fairly for all levels of society; *h. punctuality in service* implies that the implementation of community services can be completed within the specified time. value of goods and or services of the community and not demanding unreasonably high fees; the condition and ability of the community to pay; and the provisions of the applicable laws and regulations; *g. equitable justice in services* means that the coverage/range of services must be endeavored to be as broad as possible with even distribution and applied fairly for all levels of society; *h. punctuality in service* implies that the implementation of community services can be completed within the specified time.

If you pay attention to the Decree of the Minister of PAN, there is no gap for local governments not to serve the interests of the community according to their needs and the fulfillment of their rights. Services are not only in business organizations but have expanded to a wider range of government organizations. According to [Hardiyansyah \(2011\)](#), service can be defined as an activity given to help, prepare, and take care of either goods or services from one party to another.

Public services cannot be separated from efforts to fulfill the interests of the community. A society consisting of a group of people or human beings always needs services, although public services cannot be separated from the administration governed by the State. Public services are all activities carried out by public service providers as an effort to meet the needs of service recipients as well as to implement the provisions of laws and regulations ([Deininger & Mpuga, 2005](#); [Epple & Romano, 1996](#); [Purcărea et al., 2013](#)).

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Public service according to [Pasolong \(2010\)](#) is any activity carried out by the government towards some people who have every activity and offer satisfaction and the results are not tied to a particular product. In the service concept, there are two types of service actors, namely service providers and service recipients. Service providers are parties that can provide certain services to consumers, either in the form of services in the form of provision and delivery of goods or services. Service recipients are customers or consumers who receive services from service providers.

The elements of the public service process are needed to support the desired service. [Bharata \(2003\)](#) expresses his opinion that there are four important elements in the public service process, namely: (a) Service providers, namely parties who have provided certain services to consumers, both in the form of services in the form of provision and delivery of goods or services. -service (service); b. Service recipients, namely those who are referred to as consumers (customer) or customers who receive various services from service providers; c. Type of service, namely services that can be provided by service providers to parties requiring services; and (d) Customer satisfaction, in providing services the service provider must refer to the main goal of service, namely customer satisfaction.

2.2 Quality of Public Services

Quality according to [Tjiptono \(2007\)](#) is a dynamic condition that influences products, services, people, processes, and the environment that meet expectations, so that service quality can be interpreted as an effort to meet consumer needs and desires as well as delivery provisions in balancing consumer expectations.

Service quality can be identified by comparing consumers' perceptions of the service they receive with the actual service they expect. If the service received is as expected, then the service quality is perceived as good and satisfying. Conversely, if the service received is lower than expected, the service quality is perceived as bad. People will feel satisfied if they get quality service. [Moenir \(2006\)](#) expresses an opinion regarding the concept of effective service as a quality service, which is fast, pleasant service, does not contain errors, follows a predetermined process of procedures.

[Hardiyansyah \(2011\)](#) service quality can be measured from 5 dimensions, namely: Tangible (tangible), Reliability, Responsiveness, Assurance, Empathy. Each dimension has the following indicators: (1) *Tangible Dimensions*, consisting of indicators: a. the appearance of officers in serving service users, b. the comfort of the place to do services, c. ease in the service process, d. employee discipline in serving service users, and e. use of tools in service. (2) *Dimension of reliability*, consisting of indicators: a. accuracy of employees in serving service users, b. has clear service standards, c. ability to use service aids, and d. the expertise of officers using service aids. (3) *Dimensions of Responsiveness* consists of indicators: a. responds to each customer, b. fast and precise service, c. employees perform services at the right time, and d. response to customer complaints. (4) *The dimension of Assurance (Guarantee)* consists of indicators: a. guarantee on-time service, and b. guarantee of cost certainty in service. (5) *Dimensions of Empathy*, consisting of indicators: a. prioritizing the interests of service users, b. serves with a friendly attitude and courtesy, c. non-discrimination, and d. serve and appreciate every customer.

2.3 Definition of Community Satisfaction

Community satisfaction can be shown through the attitude of the community after obtaining the results obtained. Community satisfaction will be seen in how well the results are obtained and felt. The better the quality of the results obtained, the better customer satisfaction. The word satisfaction (satisfaction) according to [Tjiptono & Chandra \(2011\)](#) comes from the Latin "satis" which means good enough, adequate, and "factio" which means doing or making. Satisfaction can be defined as "an effort to fulfill something" or "to make something adequate".

[Tjiptono \(2014\)](#) defines "Customer satisfaction as an emotional response to an evaluation of the experience of consuming a product or service". Emotional responses can be in the form of feelings that are felt when something desired is achieved. People who continuously and repeatedly come to the same place without any complaints to use the product or service can be said that they are satisfied with the product or service provided by the agency.

Satisfaction from customers (society) is achieved when people feel what they want is fulfilled maximally. According to [Irawan \(2002\)](#), 5 main factors affect customer satisfaction, namely: product quality, price, emotional factors, costs, and ease of getting the product.

2.4 Research Method

This research was conducted at the Alas District Office, Sumbawa Regency. Alas sub-district is one of the 24 sub-districts in the Sumbawa Regency and has 8 villages.

To obtain data related to the quality of public services on the level of community satisfaction, it was determined that respondents who felt the impact directly from the quality of public services at the Alas District Office. Therefore, the number of respondents determined was based on data on the number of people who came to take care of interests related to public services in the past year. According to data on the number of people who received public services throughout 2019, approximately 300 people, then 60 respondents (20.00%) were determined from this population. Of the 60 respondents, it was determined based on the level of education, namely 10 elementary school education, 14 junior high school education, 23 high schools/vocational school education, and 13 tertiary education.

There are 2 types of data used in this study, namely primary data and secondary data. Primary data comes from information that is extracted from the target community using public services or called respondents, with data collection instruments using questionnaires, interviews, and participant observation. Meanwhile, secondary data comes from analysis units, with data collection instruments using literature and documentation.

Types of public services that are the focus of research attention at the Alas District Office include 10 types, namely: issuing micro and small business licenses, validating cover letters for SKCK applications, legalizing KTP and KK, the recommendation for application for population administration, ratifying SPPT, ratifying poverty certificates, ratifying statements inheritance, ratification of changes in land use, legalization of services for processing birth and death certificates, as well as recommendations for IMB applications.

To determine the extent to which the quality of these types of public services on the level of community satisfaction, data analysis on the effect of independent variables on the dependent variable was conducted. The following has identified the following variables:

Independent variable (free): quality of public services (X)

- 1) Independent 1 (X1): Realization/form (Tangible) with 5 indicators; the appearance of employees in serving service users, how are environmental conditions in carrying out services, how easy is it for service employees to provide services, how disciplined employees are in providing services and the availability of service aids.
- 2) Independent 2 (X2): Reliability with 3 indicators; the accuracy of employees in the service process, the availability of service standards, and the expertise of employees in the use of tools.
- 3) Independent 3 (X3): Responsiveness with 4 indicators; employee response in service, speed, and accuracy of employees in service, punctuality of employees in providing services, and employee response in serving community complaints.
- 4) Independent 4 (X4): Guarantee (Assurance) with 2 indicators; guarantee of timeliness in the service process and guaranteed costs in the service process.
- 5) Independent 5 (X5): Empathy with 4 indicators; put the interests of service users first, officers serve in a friendly and polite manner, employees serve non-discriminatory, and have an attitude of respect in the service process.

Dependent Variable (bound): Community Satisfaction Level (Y) with a rating scale: Very Satisfied, Satisfied, Quite Satisfied, and Dissatisfied.

Data analysis techniques in this study, namely by using qualitative analysis techniques and quantitative analysis techniques. The data obtained from interviews and participant observations were analyzed qualitatively, meaning that the information from the respondents and informants was then processed and then presented according to the variables studied. Meanwhile, the data obtained from the questionnaire results from the respondents are processed according to the variables and then analyzed quantitatively in the form of a row percentage table.

3 Results and Discussions

3.1 Quality of Public Services to Community Satisfaction Levels

To find out the quality of public services in Alas District, the researcher used the theory from Zeithaml, et al which explains that the quality of public services can be measured through five dimensions including the dimensions of Tangible, Reliability, Responsiveness, Assurance, Empathy. From this theory the researcher adopted so that 5 variables were determined to measure the quality of public services on the level of community satisfaction as follows:

Variable Realization/form (Tangible) Public Service

Tangible variables are related to 5 indicators including the appearance of employees in serving service users, how are the environmental conditions in carrying out services, how are employees' discipline in providing services, and the availability of service aids. In Table 1, the public opinion data obtained from the results of the questionnaire data collection instrument, there are 4 indicators, related to the quality of the highest public services, there are ranging from 43.33 to 61.67% of the people are satisfied, while 1 highest indicator is the community is dissatisfied (45.00%) which is related to the comfort condition of the service environment. However, it can be concluded as a whole that the quality of public services for the Realization / Tangible Variable is in the category of feeling satisfied.

Table 1
Public service tangible variables against the level of public satisfaction in kehead of the districtan alas

No.	Indicator	Respondent Satisfaction Level				Total
		SP	P	CP	TP	
1	The appearance of an employee in providing a waiter	19 (31.67)	30 (50.00)	11 (18.33)	0 (0.00)	60 (100)
2	The condition of the comfortable environment where the service is located	1 (1.67)	11 (18.33)	21 (35.00)	27 (45.00)	60 (100)
3	Ease of doing the service process	23 (38.33)	26 (43.33)	9 (15.00)	2 (3.34)	60 (100)
4	Discipline of employees in carrying out the service process	20 (33.33)	32 (53.34)	8 (13.33)	0 (0.00)	60 (100)
5	Availability of tools	9 (15.00)	37 (61.67)	14 (23.33)	0 (0.00)	60 (100)
	Amount Average (%)	14 (23.33)	27 (45.00)	13 (21.67)	6 (10.00)	60 (100)

Source: Processed Primary Data

Table Captions: SP (Very Satisfied), P (Satisfied), CP (Quite Satisfied), and TP (Not Satisfied)

Although overall of the 5 indicators of the Tangible variable is in the satisfied category, it is also necessary to pay attention to the opinions of the people who feel sufficient and dissatisfied, especially those related to the comfort of the service place, such as lack of chairs and cooling equipment in the waiting room, and lack of computer equipment to maximize service.

Employee reliability variable in public service

The reliability variable is related to 3 indicators, namely: how carefully the employees serve the community in the service process, how are the operational standards of existing services, and how are the skills of employees in using tools. In Table 2, data on public opinion about the quality of public services are presented for the Reliability Variable in fulfilling the sense of public satisfaction, of the 3 indicators 2 indicators are in the Satisfied category, namely the accuracy of employees in the service process (56.67%) and the availability

of operational standards services (53.33%). Meanwhile, the indicators of employee expertise in using service aids are in the *Quite Satisfied* category (36.67%).

Table 2
Reability variables of public services to the level of public satisfaction in kehead of the districtan alas

No.	Indicator	Respondent Satisfaction Level				Total
		SP	P	CP	TP	
1	Accuracy of employees in the service process	17 (28.33)	34 (56.67)	9 (15.00)	0 (0.00)	60 (100)
2	Availability of service operational standards	22 (36.67)	32 (53.33)	6 (11.00)	0 (0.00)	60 (100)
3	Employee expertise in the use of service aids	3 (5.00)	18 (30.00)	22 (36.67)	17 (28.33)	60 (100)
	Amount Average (%)	14 (23.33)	28 (46.67)	12 (20.00)	6 (10.00)	60 (100)

Source: Processed Primary Data

Overall, the quality of public services for the reliability variable is in the satisfied category (46.67%). However, according to the Head of the district, the ability of the employees of the Alas District Office is not sufficient, with only 4 service employees with limited expertise, it will slightly hinder the service process because the service process will not be of good quality and run well if it is not balanced with the expertise of employees in serve the community.

Variable Responsiveness of Employees in Public Service

Responsiveness variable is the responsiveness of employees in serving the community as service users. An example of the responsiveness of employees in serving the community can be seen from the speed of employees completing a service process so that the service process can be completed according to the predetermined time. To measure the responsiveness variable to determine the quality of public services in the Alas District Office, it can be measured through 4 indicators as follows: employee response in service, speed and accuracy of employees in service, punctuality of employees in providing services, and response in handling community complaints.

Table 3
Variable responsiveness of public services to level of public satisfaction in kehead of the districtan alas

No.	Indicator	Respondent Satisfaction Level				Total
		SP	P	CP	TP	
1	Employee response in service	24 (40.00)	28 (46.67)	7 (11.66)	1 (1.67)	60 (100)
2	Speed and accuracy of employees in service	9 (15.00)	29 (48.34)	17 (28.33)	5 (8.33)	60 (100)
3	Timeliness of employees in providing services	5 (8.33)	30 (50.00)	23 (38.34)	2 (3.33)	60 (100)
4	Employee response in serving community complaints	29 (48.33)	27 (45.00)	4 (6.67)	0 (0.00)	60 (100)
	Amount Average (%)	17 (28.33)	28 (46.67)	13 (21.67)	2 (3.33)	60 (100)

Source: Processed Primary Data

As in Table 3, data on public opinion about the quality of public services are displayed for the *Variable Responsiveness*, there is 1 highest indicator of the community feeling very satisfied, namely employee response

in serving public complaints (48.33%). Whereas for the other 3 indicators, the highest public opinion was in the Satisfied category, namely employee response in service (46.67%), speed and accuracy of employees in service (48.34%), and punctuality of employees in providing services (50.00%). However, overall the quality of public services in this variable is in the category of feeling satisfied (46.67%).

Employee Assurance Variable in Public Service

Assurance variable includes assurance and certainty obtained from employee courtesy, good communication, and knowledge to foster a sense of public trust as service users. To measure the assurance variable related to the quality of public services in the Alas District Office, it can be measured through the indicators of guaranteed time delivery and guaranteed costs in services.

The level of community satisfaction from the implementation of the assurance variable on the quality of public services, of the 2 highest indicators in the opinion of the community is in the Satisfied category, namely the guarantee of time in service (41.67%) and the guarantee of costs in service (45.00%). So overall the two indicators have satisfied the community (43.33%), although there are still some people who feel quite satisfied (20.00%)

The guarantee given by employees as service providers is a high level of trust given to service users. If the community as service users have been given guarantees related to services, it will foster a sense of community trust as service users in the service process provided.

Table 4
Variable assurance of public services against level of public satisfaction in kehead of the districtan alas

No.	Indicator	Respondent Satisfaction Level				Total
		SP	P	CP	TP	
1	Guaranteed timeliness in service	22 (36.67)	25 (41.67)	13 (21.66)	0 (0.00)	60 (100)
2	Guaranteed cost in service	23 (38.33)	27 (45.00)	10 (16.67)	0 (0.00)	60 (100)
Amount Average (%)		22 (36.67)	26 (43.33)	12 (20.00)	0 (0.00)	60 (100)

Source: Processed Primary Data

Employee Empathy Attitude Variable (Empathy) in Public Service

The empathy variable is where employees understand the needs of service users by establishing good relationships and communication. To measure the empathy variable about the quality of public services in the Alas District Office, the researchers used 4 indicators including prioritizing the interests of service users, officers serving in a friendly and polite manner, employees serving with no discrimination and respect in the service process.

In Table 5, the data on public opinion about the quality of public services for the empathy attitude variable (empathy) has been described, so of the 4 indicators there is 1 highest indicator with a very satisfying opinion, namely respect in the service process (50.00%), there are 2 highest indicators of opinion Sufficiently Satisfied, namely the indicator of prioritizing the interests of service users (50.00%) and serving employees without discrimination (53.33%), and there is 1 highest indicator of dissatisfaction, namely the indicator of officers serving friendly and politely (55.55%). But overall the community's assessment of these 4 variable indicators is in the Satisfied category (38.33%), things that are still weak in the implementation of public services in Alas District, the attitude shown by some employees are not friendly and polite in providing services.

(5) The quality of public services for the variable attitude of empathy, then of the 4 indicators there is 1 highest indicator having the opinion *Very Satisfied* (50.00%), there are 2 highest indicators are *Quite Satisfied* (50.00 - 53.33%), and there is 1 highest indicator that is *Not Satisfied* (55.55%). (6) Supporting factors in improving the quality of public services include: the level of employee discipline in carrying out their duties is relatively high, the creation of a harmonious working relationship, the availability of standard operating procedures, transparent and democratic Head of the district leadership. (7) Inhibiting factors in improving the quality of public services include: there are still relatively many people who are less aware of how to legalize birth/death certificate services and arrange for IMB application recommendations; and there is still a relative shortage of competent personnel in the information technology sector.

Although in general, the quality of service at the Alas District Office has satisfied the community as service users, several things need to be improved, including: (1) One unsatisfactory indicator, namely the attitude of employees in providing services, it is advisable to the Head of the district to direct its employees. in providing services to be polite, courteous, and friendly to service users. (2) It is necessary to add personnel who have competence in information technology, by recruiting new personnel or providing training to existing personnel. (3) It is necessary to add chairs and air conditioners, especially in the service waiting room. and (4) It is necessary to plan and develop an online service system for certain types of services so that the quality of public services can be maximized.



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