

SRIWIJAYA INTERNATIONAL JOURNAL OF DYNAMIC ECONOMICS AND BUSINESS

The Effect of Service Quality on Citizen's Expectation Through Dimension of Tangible, Emphaty, Reliability, Responsiveness and Assurance (TERRA)

Irma Idayati¹, Indrawati Mara Kesuma², Ronal Aprianto³, and Suwarno⁴

^{1,2,3,4}Universitas Bina Insan Lubuklinggau
irmaidayati719@gmail.com¹, fairuz.ukail@gmail.com²

Abstract: The objective of this research is to find out the highest percentage of respondents' answers from the level of service quality as measured by the level of reality and expectations of the community according to the dimensions of Tangible, Emphaty, Reliability, Responsiveness, and Assurance (TERRA) of each service in the environment of Lubuklinggau municipal government. Based on the results of the calculation of the frequency of service quality variables on the reality and expectations of the community, all dimensions of service quality are show that on the average community answers satisfied while viewed from the expectations of the average community the answer is very important. The results of the Chi-Square calculation of service quality variables Towards the reality and expectations of the community seen from the Tangible, Reliability and Responsiveness of the Chi-Square calculation results of all Offices / Agencies there is no difference in Tangible dimensions to the reality and expectations of the community, it's just that the Office of National Unity and Politics of Lubuklinggau has differences in the dimensions of Tangible, Reliability and Responsiveness to the realities and expectations of society as well as seen from Emphaty and Assurance: the results of the Chi-Square calculation of all Offices / Agencies, there is no difference in the dimensions of Emphaty and Assurance to the reality and expectations of society.

Keywords: Service quality; tangible; empathy; reliability; responsiveness; assurance

Introduction

In facing the era of globalization, the Indonesian government is currently experiencing a period of recovery due to an economic crisis that is full of challenges, opportunities and prolongs. All parties, including the government itself, are addressing this problem by carrying out reforms in all fields. As a result of these reforms, many changes have been felt, both positive and negative changes. One of the many reforms that bring change and

¹ Corresponding author

require reform is the relationship between the central government and regional governments, which is better known as regional autonomy. For this reason, the government has made a paradigm shift in public services. Bureaucratic reform, especially in the field of public services, continues to be rolled out even though it has not yielded ideal results, namely the bureaucracy that is based on a new paradigm of public administration (new public services). These efforts are made through: (i) serving community members; (ii) prioritizing public interests; (iii) more respect for citizens compared to entrepreneurship; (iv) think strategically and act as democratic; (v) realizing that accountability is not an easy thing; (vi) serving instead of controlling; and (vii) respect people, not just productivity.

According to (Undang-undang No. 32 Tahun 2004 tentang Pemerintahan Daerah, 2004), regional autonomy is right, authority and obligation of the autonomous region to regulate and manage government affairs and the interests of the local community. In line with the increasing authority and responsibility of the local government, it is necessary to have a bureaucratic apparatus that is responsible for public services for the Lubuklinggau City Agency and Office. The performance of the public services of the Lubuklinggau City Bodies and Offices, especially the technical implementation, both general and specific, in order to meet the minimum standards expected by the people of Lubuklinggau, is very important to be scientifically researched and evaluated. Public expectations of the performance of various Lubuklinggau Government Bodies and Offices can be polarized into a general expectation. To achieve the purpose above, the level of service performance of the four (4) related technical agencies and offices needs to be measured as well as tested. The regional apparatus which is covered by the City of Lubuklinggau consists of the Office of National Unity and Politics of Lubuklinggau; Lubuklinggau Civil Service, Training and Human Resources Agency; Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau, Bappeda and Regional Research and Development of Lubuklinggau. Starting from the importance of service in the context of improving service quality and bringing together user expectations and the performance of agencies and offices in Lubuklinggau (perceived performance), which in the end can find out which service elements must be improved, maintained, have a low priority, and excessive performance which has an impact on user satisfaction.

The creation of service quality will certainly create satisfaction with service users. With the existence of mal-administration, this proves that the performance of the government has not been optimal, so that the services provided by the government have not been able to fully satisfy the community (Holle, 2011). Therefore it is necessary to conduct a study on the assessment of community expectations of service performance carried out by related Agencies and Offices in the City of Lubuklinggau through the vision, mission, strategy and work program carried out (Ocampo et al., 2019). The growing importance of service quality, whether from the public or private providers, over the years, has led to the development of several methods of evaluating service quality. (Umniyati et al., 2019) conceptualize a service quality model to answer the needs of measuring service quality by conducting exploratory research through focus groups and in-depth executive interviews which then lead to model development. For this reason, this study also examines and analyzes whether it is true that service quality has an influence on the level of desire/expectation in the Lubuklinggau city government, as well as evaluating which dimensions of service quality have an influence and which has the highest influence on the level of reality/expectation. Thus, the results of the research conducted are expected to provide positive contributions and evaluation materials for the Lubuklinggau city

government. In addition, this study was conducted to appreciate the Lubuklinggau Municipal Agency and Office for their utmost efforts in providing public services to the community, which include basic and additional services. This form of appreciation of the quality of the performance of public services of the Lubuklinggau Agency and Office can be displayed in the form of performance ratings (ranking) published through scientific and popular media.

The problem formulation of this study is to find out the what is the highest value of service quality measured by the level of expectation and reality according to the dimensions of Tangible, Emphaty, Reliability, Responsiveness, and Assurance, (TERRA) of each agency in environment of the Lubuklinggau government so that government administrators can improve their services according to the level of the interests of the community itself and how different levels of service quality are measured through the level of reality and community expectations according to the dimensions of Tangible, Emphaty, Reliability, Responsiveness, and Assurance, (TERRA) of each each agency within the Lubuklinggau government.

Literature Review

Quality

The American Society for Quality Control (Lupiyaodi, 2013) states that quality is the overall characteristics and characteristics of goods and services that affect their ability to meet stated and implied needs. According to Goeth and Davis as cited in (Fandy, 2012), quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. From the above opinion, it can be concluded that quality is a measure to judge that a good or service has a intended use value or in other words a product or service is considered to have quality if it functions or has a use value as desired.

Service

Service according to (Ratminto & Winarsih, 2005) is an activity that is invisible in nature which occurs as an interaction between consumers and employees or other things provided by the service provider intended to solve customer / customer problems. According to (Kotler & Keller, 2009) the definition of service is any action or activity that can be offered by one party to another, which is intangible and does not have any ownership. Production can be related or unrelated on one physical product. Service is a producer behavior in order to meet the needs and desires of consumers to achieve consumer satisfaction. Kotler also revealed that this behavior also occurred during, before, and after the transaction. In general, a high standard of service will result in high satisfaction and more frequent repeat transactions.

Service quality

According to (Sunyoto, 2013), service quality is focus on fulfilling the needs and desires of consumers as well as the accuracy of its delivery to balance consumer expectations, namely the conformity between consumer expectations and management perceptions, the conformity between perceptions of consumer expectations and employee work standards,

conformity between work standards employees with the services provided, the conformity provided with the services promised and conformity between the services received and those expected by consumers. According to Olsen and Wyekoff as cited by (Yamit, 2001), service quality is a comparison between service user expectations and service quality performance. In other words, there are two main factors that affect service quality, namely expectations and perceived performance of employees. According to (Syahbana, 2016), service quality is the delivery of excellent or superior services aimed at satisfying customers according to their perceptions and expectations. Customer satisfaction will be achieved if the quality of service perceived by the customer is the same as the expected service, in the sense that the gap that occurs is small or is still within tolerance. Service quality is the act of someone else through the presentation of products or services according to the tastes, expectations and needs of consumers. Service is an act of a person or organization to provide satisfaction to customers, while service quality is one of the multi-dimensional determinants of customer satisfaction (Kasmir, 2006). Therefore, the quality of service is done by someone or more to create a product that can be used by everyone as needed.

Service Quality Dimension

The quality of service according to Bermen in Parasuraman as cited in (Fandy, 2012) includes 10 dimensions, namely as follows:

- a. Tangible (physical facilities), including parking facilities, building facilities, layout and display of goods, convenience of physical facilities, modern equipment and equipment.
- b. Credibility includes trust, confidence, and honesty in serving.
- c. Competence, including skills and knowledge of services.
- d. Access, which is to provide or provide customer wishes and services that are easy to contact.
- e. Reliability, namely the effectiveness of service information, the appearance of goods, making notes, and recording notes.
- f. Responsiveness, which is to help immediately solve problems.
- g. Courtesy, includes politeness, respect, wisdom, and friendliness.
- h. Communication, includes good communication and being able to listen to customer opinions.
- i. Understanding the customer, which is understanding and understanding the needs of the customer.
- j. Security, which is to provide a sense of security and free from risks and dangers to customers.

According to David Griffin in Lovelock as cited in (Fandy, 2012), there are 8 dimensions of service quality, namely:

- a. Performance, relates to the functional aspects of customer considerations when buying a product.
- b. Feature is an aspect that adds basic functions related to options and their development.
- c. Reliability, related to the level of probability or possibility of a product performing its function successfully within a certain time.
- d. Durability, is a measure of the service life of a product, this characteristic is related to the durability of the product.

- e. Conformance, relating to the level of conformity of the product to the specifications that have been previously set based on customer desires.
- f. Service ability, characteristics related to speed, friendliness / politeness, competence, ease and accuracy in improvement.
- g. Aesthetic, characteristics that are subjective in nature so that they relate to personal considerations and reflections of individual references or choices.
- h. Perceived quality, is subjective related to customer feelings in consuming the product.

According to (Berry, Parasuraman, & Zeithaml, 1988) offering quality service is a fundamental strategy for success and surviving in an environment of fierce business competition. By looking at the influencing factors, namely by increasing the quality of service to the community has implications for community satisfaction. According to (Berry et al., 1988) describes 10 dimensions of service quality where competence, politeness, credibility, and security are combined into assurance, while communication access and the ability to understand customers are categorized as empathy. Thus there are 5 dimensions of service quality in determining customer satisfaction, namely:

- a. Reliability (reliability).

An ability to provide the promised services accurately and reliably. Performance must be in accordance with customer expectations which means punctuality, the same service to customers and without errors. So, the ability to provide services as promised is prompt, accurate, and satisfies customers who come to the company or cooperative and also other workplaces.

- b. Responsiveness (responsiveness).

It is a policy to provide fast service to customers, not to let consumers wait without a clear reason that causes negative perceptions of service quality. In the event that the service fails, the ability to immediately deal with it in a professional manner can provide a positive perception of service quality. So, staff can help customers and provide responsive services at work without customers thinking negatively about the quality provided.

- c. Assurance.

Knowledge and friendliness as well as the ability to carry out tasks spontaneously which can guarantee good performance, giving rise to customer trust and confidence. So, provide directions according to the knowledge possessed by the service to customers.

- d. Empathy

Give individual or personal attention to customers and seek to understand consumers. So, it makes it easy to make relationships with personal customers who seek to understand the customers who come.

- e. Physical Evidence or Direct Evidence (tangible).

The appearance and capability of physical facilities and infrastructure must be relied upon. The condition of the surrounding environment is clear evidence of the services provided by the service provider. For example: a bank has a nice building, sophisticated computer equipment, attractive employee or employee uniforms.

Hypothesis Development

(Supardi, 2008) In the assessment of outpatient satisfaction at the health centers in DKI, the waiting time, friendliness of the officers, clarity of information, and trust in officers still need to be improved because the results are still in the satisfactory category. (Umniyati et al., 2019) The things stated above according to the patient's perception are not things that

are considered important by the patient because the patient is satisfied with receiving the medical services that the patient needs. However, it is necessary to improve the quality of services at the Tanjung Priok Health Center. Therefore, the first hypothesis in this study can be formulated as follows:

H₁ : There is the highest percentage of respondents' answers from the level of service quality as measured by the level of reality and expectations of the community according to the dimensions of Tangible, Emphaty, Reliability, Responsiveness, and Assurance, (TERRA) in the Lubuklinggau City government environment.

The literature review has shown that numerous studies used the SERVQUAL instrument to measure service quality in higher education. (Aghamolaei & Zare, 2008) studied to the students' expectations and perceptions of service quality in the faculty of law at Osijek University in Croatia and found that students' expectations exceeded their perceptions. The least and the most negative gap means were in the reliability and empathy dimensions. Also, there were significant differences between perceptions and expectations of students in all of five dimensions. (ZESHAN, AFRIDI, & M. KHAN, 2014) assessed service quality among eight business schools in Pakistan showing that the students perceived low quality in all five dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) in all institutes. (Hasan, Ilias, Rahman, & Razak, 2009) studied service quality in private higher education institutions and found that five dimensions and overall service quality had a significant relationship. Students' satisfaction and empathy had the strongest relationship followed by assurance, tangibles, responsiveness and reliability.

H₂ : There are differences in the level of service quality as measured by the level of reality or expectations of the community according to the dimensions of Tangible, Emphaty, Reliability, Responsiveness, and Assurance (TERRA) in the Lubuklinggau City government environment.

Methods

The stages of this research method use quantitative methods, this quantitative research process is deductive, in which to answer the problem formulation, a concept or theory is used so that a hypothesis can be formulated using a questionnaire as data collection. In this study, the questionnaire was distributed online via google form. This research is arranged in a planned systematically so that it can be carried out in a sequence and can be understood well.

In this study, the questionnaire was distributed online via social media to respondents who have been come to the research site. The questionnaire of this study is arranged in contrived and arranged systematically so that this study can be carried out in a sequence and the questionnaire can be understood well. The variable of this study consist of one variable of service quality, reality and expectations of respondents and 5 indicators TERRA (Tangible, Emphaty, Reliability, Responsiveness and Assurance). Each indicator was measured with Likert scale.

The population in this study were all people who carried out affairs/services at the Lubuklinggau City Government Office. In this study, researchers used saturated sampling. According to (Sugiyono, 2017) saturated sampling is a sample collection technique when all members of the population are used as a sample, namely the Office of National Unity and

Politics of the City of Lubuklinggau as many as 26 people, the Human Resources and Training Agency for the City of Lubuklinggau as many as 38 people, the Regional Financial and Asset Management Agency (BPKAD) Lubuklinggau City as many as 30 people and Regional Research and Development Agency (Bappeda) of Lubuklinggau City as many as 33 people. Furthermore, each data group was tabulated and the level of public service was calculated by first giving weight to the respondent's answer for each research variable. To make it easier to analyze the data that has been collected from the results of the field survey, it is processed using the SPSS computer program and in addition, the data processing is also done manually.

Findings

The frequency calculation of service quality on realities and community expectation

1. Office of National Unity and Politics of Lubuklinggau

Based on the calculation in the tangible dimension, most of the community feel satisfied in reality, with the highest value of 29.7% and for expectation, the highest value is very important at 21.7%. Furthermore, the calculation of the percentage of the Emphaty dimension with the highest level of community reality at the Office of National Unity and Politics of Lubuklinggau was satisfied at 30.8% and the level of community expectation was very important at 23.8%. The calculation of the percentage of the Reliability dimension, which has the highest level of community reality at the Office of National Unity and Politics of Lubuklinggau, is satisfied by 29% and the level of community expectations is very important at 22.8%. Moreover, the calculation of the percentage of the responsiveness dimension with the highest level of community reality at the Office of National Unity and Politics of Lubuklinggau was satisfied at 29.2% and the level of community expectation was very important at 22.3%. Then the calculation of the percentage of the Assurance dimension with the highest level of community reality at the Office of National Unity and Politics of Lubuklinggau is satisfied by 30.3% and the level of community expectation is very important at 26%.

2. Human Resources, Training and Human Resources Agency of Lubuklinggau

Based on the calculation of the percentage of the Tangible dimension, the highest level of community reality in the Human Resources, Training and Human Resources Agency of Lubuklinggau is satisfied by 30.3% and the level of community expectations is very important at 27.1%. Furthermore, the calculation of the percentage of the Emphaty dimension with the highest level of community reality is satisfied by 26.1% and the level of community expectations is very important at 26.1%. Moreover, the calculation of the percentage of the Reliability dimension that is the highest level of community reality is satisfied by 28% and the level of community expectations is very important at 23.5%. In terms of Responsiveness, 27.8% of community feel satisfied and 24.7% thinks that their expectation is important. Then the calculation of the percentage of the Assurance dimension with the highest level of community reality at the is satisfied at 28.6% and the level of community expectation is very important at 21.1%.

3. Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau

Based on the calculation of the percentage of the Tangible dimension, the highest level of community reality at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau is satisfied by 25.4% and the level of community expectation is very important at 31.3%. Furthermore, the calculation of the percentage of the Emphaty dimension with the highest level of community reality at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau was satisfied by 26.2% and the level of community expectation was very important at 31.2%. Furthermore, the calculation of the percentage of the Reliability dimension, which has the highest level of community reality at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau, is satisfied at 25.8% and the level of community expectation is very important at 30.2%. Furthermore, the calculation of the percentage of the Responsiveness dimension with the highest level of community reality at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau is satisfied by 34% and the level of community expectation is very important at 32%. Then the calculation of the percentage of the Assurance dimension with the highest level of community reality at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau City is satisfied by 26.95% and the level of community expectation is very important at 31.17%.

4. Bappeda, Regional Research and Development of Lubuklinggau

Based on the calculation of the percentage of the Tangible dimension, the highest level of community reality at Bappeda, Regional Research and Development of Lubuklinggau is satisfied at 36.6% and the level of community expectation is very important at 29.6%. Furthermore, the calculation of the percentage of the Emphaty dimension with the highest level of community reality at Bappeda, Regional Research and Development of Lubuklinggau was satisfied at 31.9% and the level of community expectations was very important at 27.7%. Furthermore, the calculation of the percentage of the Reliability dimension, which has the highest level of community reality at Bappeda, Regional Research and Development of Lubuklinggau, is satisfied at 36.7% and the level of community expectations is very important at 28.8%. Furthermore, the calculation of the percentage of the responsiveness dimension with the highest level of community reality at Bappeda, Regional Research and Development of Lubuklinggau was 37% satisfied and the level of community expectation was very important at 28.2%. Then the calculation of the percentage of the Assurance dimension with the highest level of reality for the people of Bappeda, Regional Research and Development of Lubuklinggau is 36% satisfied and the level of community expectation is very important at 28.4%.

Results and Discussion of Chi-Square Calculation of Service Quality on Community Expectations and Realities

1. Tangible

Based on the results of the Chi-Square calculation, there are differences in the Tangible dimension of the reality and expectations of the people at the Office of National Unity and Politics of Lubuklinggau, so H_0 is rejected and H_a is accepted. Furthermore, there is no difference in the Tangible dimension to the reality and expectations of the community at the Lubuklinggau Human Resources and Training Agency, so H_0 is accepted and H_a is rejected. Then there is no difference in the Tangible dimension to the realities and expectations of the community at the Regional Financial and Asset Management Agency

(BPKAD) of Lubuklinggau, so H_0 is accepted and H_a is rejected. Furthermore, there is no difference in the Tangible dimension of the realities and expectations of the community at the Bappeda, Research and Development Agency of Lubuklinggau, so H_0 is accepted and H_a is rejected.

2. Emphaty

Based on the results of the Chi-Square calculation, there is no difference in the Emphaty dimension on the reality and expectations of the community at the Office of National Unity and Politics of Lubuklinggau, so H_0 is rejected and H_a is accepted. Furthermore, there is no difference in the Emphaty dimension to the reality and expectations of the community at the Training and Resource Personnel Agency The people of Lubuklinggau, H_0 was accepted and H_a was rejected. Furthermore, there is no difference in the Emphaty dimension to the reality and expectations of the community at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau, so H_0 is accepted and H_a is rejected. Then there is no difference in the Emphaty dimension to the reality and expectations of the community at the Bappeda, Research and Development Agency of Lubuklinggau, so H_0 is accepted and H_a is rejected.

3. Reliability

Based on the results of the Chi-Square calculation, there is no difference in the Reliability dimension to the reality of the community at the Lubuklinggau Political and National Unity Office, then the only difference is the Reliability dimension to the community's expectations at the Lubuklinggau Political and National Unity Office, meaning that H_0 is accepted and H_a is rejected. Furthermore, there is no difference in the Reliability dimension to the reality and expectations of the community at the Lubuklinggau Personnel Training and Human Resources Agency, so H_0 is accepted and H_a is rejected. Furthermore, there is no difference in the Reliability dimension to the reality and expectations of the community at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau, so H_0 is accepted and H_a is rejected. Then there is no difference in the dimension of Reliability to the reality and expectations of the community at the Bappeda, Regional Research and Development Agency of Lubuklinggau, so H_0 is accepted and H_a is rejected.

4. Responsiveness

Based on the results of the Chi-Square calculation, there is no difference in the dimensions of Responsiveness to the reality of society at the Office of National Unity and Politics of Lubuklinggau, then the only difference is that there is a difference in the dimensions of Responsiveness to people's expectations at the Office of National Unity and Politics of Lubuklinggau, meaning that H_0 is accepted and H_a is rejected. Furthermore, there is no difference in the dimensions of Responsiveness to the reality and expectations of the community at the Lubuklinggau Personnel Training and Human Resources Agency, so H_0 is accepted and H_a is rejected. Furthermore, there is no difference in the dimensions of Responsiveness to the realities and expectations of the community at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau, so H_0 is accepted and H_a is rejected. Then there is no difference in the dimensions of Responsiveness to the

realities and expectations of the community at the Bappeda, Research and Development Agency of Lubuklinggau, so H_0 is accepted and H_a is rejected.

5. Assurance

Based on the results of the Chi-Square calculation, there is no difference in the dimensions of Assurance to the realities and expectations of the community at the Office of National Unity and Politics of Lubuklinggau, so H_0 is rejected and H_a is accepted. Furthermore, there is no difference in the dimension of Assurance to the reality and expectations of the community at the Lubuklingga Personnel Training and Human Resources Agency, so H_0 is accepted and H_a is rejected. Furthermore, there is no difference in the dimension of Assurance to the realities and expectations of the community at the Regional Financial and Asset Management Agency (BPKAD) of Lubuklinggau, so H_0 is accepted and H_a is rejected. Then there is no difference in the dimension of Assurance to the realities and expectations of the community at the Bappeda, Regional Research and Development Agency of Lubuklinggau, so H_0 is accepted and H_a is rejected.

Conclusion

Based on the results of the calculation of the frequency of service quality variables on the reality and expectations of the community, all dimensions of service quality are show that on the average community answers satisfied while viewed from the expectations of the average community the answer is very important. Based on the results of the Chi-Square calculation, the variable of service quality to the reality and expectations of the community is that there is no difference in dimensions of Tangible, Emphaty, Reliability, Responsiveness and Assurance in all Offices / Agencies in the Lubuklinggau City Government, except for the quality of service to community expectations there are differences in dimensions of Tangible, Reliability and Responsiveness at the Office of National Unity and Politics of Lubuklinggau.

Suggestion

Service performance can be improved by maximizing the function of evaluation and supervision of service standards, apparatus resources and provision of facilities and infrastructure to improve service quality. Streamline bureaucratic channels so that people do not feel complicated and are not reluctant to take care of their own population documents so that the practice of brokering can be eradicated. Creating a one-stop integrated service system with the construction of a new office building is needed to provide more comfort, order and smoothness of affairs not only for the community in dealing but also for officers in serving so that people do not have to mess around with having to go in and out of one room to another. Provision of special services to accommodate all questions and complaints from the community regarding the population documents that are handled so that problems faced by the community can be resolved by receiving an explanation from the service officer in a kind and friendly manner.

References

- Aghamolaei, T., & Zare, S. (2008). Quality gap of educational services in viewpoints of students in Hormozgan University of medical sciences. *BMC Medical Education*, 8, 279–298. <https://doi.org/10.1186/1472-6920-8-34>
- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40. [https://doi.org/10.1016/S0148-2963\(99\)00084-3](https://doi.org/10.1016/S0148-2963(99)00084-3)
- Fandy, T. (2012). *Strategi Pemasaran*. Yogyakarta : Andi Offset.
- Hasan, H. F. A., Ilias, A., Rahman, R. A., & Razak, M. Z. A. (2009). Service Quality and Student Satisfaction: A Case Study at Private Higher Education Institutions. *International Business Research*, 1(3), 163–175. <https://doi.org/10.5539/ibr.v1n3p163>
- Holle, E. S. (2011). Pelayanan Publik Melalui Electronic Government: Upaya Meminimalisir Praktek Maladministrasi Dalam Meningkatkan Public Service. *Sasi*, 17(3), 21. <https://doi.org/10.47268/sasi.v17i3.362>
- Kasmir. (2006). *Etika Customer Service*. Jakarta : Rajagrafindo Persada.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management 13th Edition*. New Jersey : Prentice Hall.
- Lupiyaoadi, R. (2013). *Manajemen Pemasaran Jasa : Berbasis Kompetensi*. Jakarta : Salemba Empat.
- Ocampo, L., Alinsub, J., Casul, R. A., Enquig, G., Luar, M., Panuncillon, N., ... Ocampo, C. O. (2019). Public service quality evaluation with SERVQUAL and AHP-TOPSIS: A case of Philippine government agencies. *Socio-Economic Planning Sciences*, 68(December), 1–14. <https://doi.org/10.1016/j.seps.2017.12.002>
- Ratminto, & Winarsih. (2005). *Manajemen Pelayanan*. Yogyakarta : Pustaka Pelajar.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta.
- Sunyoto, D. (2013). *Dasar – dasar Manajemen Pemasaran*. Yogyakarta : CAPS.
- Supardi. (2008). Faktor-faktor yan berhubungan dengan kepuasan pasien rawat jalan da rawat inap puskesmas (analisa data SKRT 2004). *Buletin. Penl.Kesehatan*, 36(3), 135–144.
- Syahbana, D. (2016). Pengaruh Lima Dimensi Kualitas Pelayanan Terhadap Kepuasan Anggota Koperasi Susu Warga Mulya Purwobinangun Pakem. *Jurnal Pendidikan Dan Ekonomi*. Retrieved from <http://journal.student.uny.ac.id/ojs/index.php/ekonomi/article/view/4077>
- Umniyati, H., Holle, E. S., Ocampo, L., Alinsub, J., Casul, R. A., Enquig, G., ... Zeithaml, V. A. (2019). Pelayanan Publik Melalui Electronic Government: Upaya Meminimalisir Praktek Maladministrasi Dalam Meningkatkan Public Service. *Socio-Economic Planning Sciences*, 64(1), 1–14. <https://doi.org/10.47268/sasi.v17i3.362>
- Undang-undang No. 32 Tahun 2004 tentang Pemerintahan Daerah. , (2004).
- Yamit, Z. (2001). *Manajemen Kualitas Produk dan Jasa*. Yogyakarta : Ekonisia.
- ZESHAN, A., AFRIDI, T., & M. KHAN, S. (2014). *Assessing Service Quality in Business Schools : Implications for Improvement Service Quality in Educational Settings : Past Researches*. 2(8), 33–42.

