

UDC 332

## **STUDY OF INDIGENOUS VILLAGE COMMUNITY EXPECTATIONS AND SATISFACTION TOWARDS INDIGENOUS VILLAGE GOVERNANCE AND SERVICES IN BALI PROVINCE**

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### **ABSTRACT**

Citizen expects good public service. Fulfilling their rights and carrying out obligations is something that should be managed properly by the government. The purpose of this study was to explain the level of satisfaction of the traditional village community with the governance and service of traditional villages in the province of Bali. The research population of indigenous village communities in all regencies/cities in Bali amounted to 3,247,283 people, the sample size was 234 people and the sample was taken using purposive sampling, namely the respondents were traditional village communities who received services from traditional villages in the last 6 months in Bali Province. The data analysis technique used in this research is descriptive statistical analysis, namely the analysis of importance performance analysis. The results of the study indicate that there are several indicators that indicate the level of community satisfaction with the governance and services of the traditional village, including the dimensions of physical evidence: a clean traditional village office, friendliness of the prajuru in providing services and the ease of contacting the prajuru if there is a problem. For indicators that show dissatisfaction: the tidiness of the service room at the village office, the comfort of the service room, the cleanliness of the toilet. and the speed of providing services to traditional village manners. The implications of this research for village heads and officers, it is important to pay attention to indicators that still need to be improved, namely real evidence of the existence of traditional village offices including tidiness, convenience of service rooms and speed of providing services because these indicators are still considered to have low performance while the level of importance high traditional village manners. The theoretical implication is that it enriches marketing management theory, especially about people's satisfaction.

### **KEY WORDS**

Governance, service, satisfaction, traditional village.

The development of information technology in the era of globalization encourages all parties to move in a directed manner in an effort to improve welfare. Meeting the community's need for food, clothing, and housing is a priority in realizing the vision and mission that has been proclaimed by the government. It is important to strengthen human resources in order to realize the character of a society that is independent and competitive and in accordance with the philosophy of life as a nation and state. In realizing this goal, of course, a system that regulates governance and services to the community must be prepared.

Good public service is certainly the dream of every citizen. Getting rights and carrying out obligations is something that should be managed properly by the government. Community services such as population administration, health administration, wealth management, education, and so on must be served optimally without regulations that have the potential to burden the community. Therefore, it is necessary to strive for synergy between stakeholders in order to realize Good Government and community satisfaction with the public services provided.

Based on information reported from [www.ombudsman.go.id](http://www.ombudsman.go.id) (06/09/2019), Bali Province is included in the category of provinces with good public services in Indonesia. This is evidenced by the results of a survey conducted by the Ombudsman of the Republic of Indonesia (ORI) in 2016, where the Province of Bali was ranked 8th out of 33 provinces

assessed on the survey of compliance with service providers' service standards. This survey was conducted from 2015 to 2019. The results show that out of 9 regencies/cities in Bali Province, 8 regencies/cities are in the green zone, which means that the level of compliance of service providers is high.

The second survey is about the perception index of maladministration. This survey aims to obtain primary data from service users directly by mapping the level of maladministration in basic public services. The results show that in 2017 of the 11 selected provinces, Bali got the lowest maladministration perception index, which means that the public has a good impression of the implementation of public services and has been informed about service standards. Of course, this is a proud achievement for the local government of Bali Province, because it has been able to provide maximum service to the community.

The survey results provide an illustration that the public services of the Bali Provincial government have been running well. However, it does not mean that problems regarding governance and public services do not just disappear. Administrative and population problems still occur in several areas in Bali Province. As information quoted from [www.ombudsman.go.id](http://www.ombudsman.go.id) dated October 31, 2019, the Indonesian Ombudsman Representative for Bali received complaints from the public regarding public services and found overlapping authorities and differences in population administration requirements in official villages and traditional villages which led to allegations of maladministration. This problem suddenly raises pros and cons and contradicts the results of a previous survey conducted by the Ombudsman of the Republic of Indonesia and ranks at the top of population administration issues (adminduk).

If examined in depth, this problem begins with the data collection of the population in the traditional village authority/office. Communities who want to complete population administration are hampered if there are problems that cause the customary village to not be willing to provide a certificate or letter of recommendation, so that the village office cannot continue the population administration process. In addition, the problem in the form of an initial fee to become a resident (Penanjung Batu) became a complaint from the community to the Bali Province Extortion Eradication Unit (UPP) Command Post ([www.nusabali.com](http://www.nusabali.com)).

According to a study by the Indonesian Ombudsman Representative for Bali, this problem is caused by five things. First, the lack of budget and human resources in the official village in implementing data collection on the migrant population. Second, the mechanism or flow of population administration services that are not appropriate. Third, the low awareness of the immigrant community to self-report. Fourth, the absence of a clear complaint line related to customary issues in population administration services. Fifth, there is no technical policy that regulates the implementation of population administration between customary villages and official villages ([www.ombudsman.go.id](http://www.ombudsman.go.id), accessed on February 1, 2020).

This phenomenon is related to governance and public services. These problems indirectly affect the level of community satisfaction with public services. The Bali Provincial Government as the captain that regulates the system of government, governance and public services in Level I regions must proactively monitor the bureaucratic processes that exist at each level of power, whether in the traditional village, official village, kelurahan, sub-district, district/ cities, to provinces, as well as directly see the problems that occur in the community and find solutions to these problems. This is because population problems cannot be immediately resolved by the village government and traditional villages. The role of the Bali Provincial Government and stakeholders is very much needed in resolving disputes or problems involving indigenous people and immigrants. Synergy between stakeholders is again emphasized in an effort to realize the vision and mission of the Bali Provincial government, namely Nangun Sat Kerthi Loka Bali.

Good public service is a determining factor for community satisfaction, as expressed by several researchers as follows: Setyawati et al.(2018), Gunadi et al. (2015), Rezha et al. (2013), Lanin and Hermanto (2018), Yang (2018). Reza et al. (2013) explained that the quality of service measured using 5 indicators namely physical evidence, reliability, responsiveness, assurance and empathy simultaneously had a significant positive effect on

the satisfaction of people who received e-KTP recording services. A study conducted by Lanin and Hermanto (2019) found that service quality has a positive and significant effect on public satisfaction with local government services in Indonesia.

## LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Assessing the quality of public services is not a very easy activity, especially the provision of public services of a service or administrative nature, but apart from these problems the problem of the quality of public services is currently the center of attention in various democratic countries, especially Indonesia because the provision of public services is currently a benchmark. measure a country is said to be failing or good.

The relationship between service quality and customer satisfaction has been widely considered in academia. In particular, researchers empirically tested the impact of service quality dimensions on overall citizen/customer satisfaction in both the public and private sectors (Kaura, 2013; Li and Shang, 2019).

Summarizing the opinions and understandings of the various experts, it can be understood that the community in providing an assessment of service quality is based on a comparison of experience that has been felt with what is expected of the service. As explained earlier that in an organization, the concept of service quality becomes a measure of organizational success, the success of the organization which is intended both in business organizations and also in organizations tasked with providing public services..

One of the main ways to differentiate a service company is to consistently provide a higher quality service than competitors. The quality of a product in the form of goods or services can be determined through its dimensions. There are five dimensions in determining service quality Parasuraman et al. (1988), (Murwanti and Aggrahini, 2017) namely:

1. Reliability, namely the ability to provide services in accordance with the promises offered;
2. Responsiveness, namely the response or alertness of employees in helping customers and providing fast and responsive service, which includes: employee alertness in serving customers, employee speed in handling transactions, and handling customer complaints;
3. Assurance, including the ability of employees to have proper product knowledge, the quality of hospitality, attention and courtesy in providing services, skills in providing information, the ability to provide security in utilizing the services offered, and the ability to instill customer trust in company;
4. Empathy, namely individual attention given by the company to customers such as the ease of contacting the company, the ability of employees to communicate with customers, and the company's efforts to understand the wants and needs of its customers;
5. Tangibles, including the appearance of physical facilities such as front office buildings and rooms, availability of parking spaces, cleanliness, tidiness and comfort of the room, completeness of communication equipment, and appearance of employees.

The dimensions of service quality as referred to above have been widely applied to measure customer satisfaction in a number of service companies. One of them is research conducted by Psomas (2020). The results of his research indicate that the dimensions of service quality have a positive impact on community satisfaction. Research conducted in Greece using the Anova analysis tool has implications for the Government to pay attention to public services so that people are satisfied.

Consumer satisfaction will be fulfilled if the process of delivering services from the service provider to the consumer is in accordance with what is perceived by the consumer. Due to various factors, such as the subjectivity perceived by consumers and service providers, services are often delivered in a different way from that perceived by consumers. The difference in the delivery method from what is perceived by consumers will cause a gap. Service companies as far as possible always monitor the gap between the quality of services produced and consumer expectations, so that they can provide how strong the company's

position is in the eyes of consumers. According to Parasuraman et al. (1988), Gupta & Kaushik (2018), the gaps that arise include five levels of gaps, namely 1) Gap 1: gap between consumer expectations and management perceptions, 2) gap 2: gap between management's perception of consumer expectations and quality specifications services, 3) gap 3: gap between service quality specifications and the services provided, 4) gap 4: gap between actual service delivery and external communication to consumers and 5) gap 5: gap between expected services and actual services received by consumers.

According to Kotler and Keller (2014), the satisfaction of service users or in business terms is called customers, feelings of pleasure or disappointment that arise after comparing the performance (results) of the product that is thought to the expected performance (or results). Consumer satisfaction is the level of consumer feelings after comparing with their expectations. If a customer is satisfied with the value provided by the goods or services, then it is very likely to be a customer for a long time. Resti and Susanto (2016) stated that the dominant factor that affects customer satisfaction is service quality. Mulyono (2007) states that service quality can have a significant positive effect on customer satisfaction, meaning that the better the service provided, the higher the level of customer satisfaction.

Meanwhile, Kotler and Keller (2014) define that the value received by the customer is the difference between the total value received and the customer's total cost. Total value to customers is the set of benefits that are expected to be obtained from a particular product or service. The total customer cost is the set of sacrifices that are expected to be incurred in evaluating, acquiring, and using the product or service. That means consumers will buy services from companies that are considered to offer the highest value received by customers (customer delivered value).

Consumer satisfaction can be analyzed from two dimensions, namely from the expectations of something and the facts received by consumers. Therefore, the measurement of consumer satisfaction involves matters relating to these two dimensions. There are several methods to measure customer satisfaction. Kotler and Keller (2014) suggest four methods to measure customer satisfaction, namely: complaint and suggestion system, customer satisfaction survey, ghost shopping and lost customer analysis.

Furthermore, Umar (2002) states that importance-performance analysis is widely used in measuring the level of customer satisfaction based on the elements of the expectations of something that is of consumer interest and the facts received by consumers. This level of satisfaction analysis is carried out by plotting the average value of importance and the average value of reality on a Cartesian diagram, whose diagram is as shown in Figure 1 The vertical axis ( $\bar{Y}$ ) describe the level of expectation/interest, with a dot is the average of the level of expectation/interest. While the flat axis ( $\bar{X}$ ) describes the level of reality, with dots is the average of the reality level. The intersection of the lines dengan will form four quadrants, each named quadrant A, B, C, and D.

Furthermore, the assessed variables are plotted in the diagram above using the average value of the reality level ( $\bar{X}$ ) and the average value of the expected level ( $\bar{Y}$ ). If it is in quadrant A, B, C, or D, then the components in question will have their respective meanings, as described below.

(1) Quadrant A: In this position, when viewed from the consumer's point of view, the product attributes are at a high level, but when viewed from the satisfaction level, consumers feel a low level, so that consumers demand an improvement in these attributes. (2) Quadrant B: In this position, when viewed from the interests of consumers, product attributes are at a high level, and judging from their satisfaction, consumers feel a high level as well. (3) Quadrant C: In this position, if viewed from the consumer's point of view, product attributes are considered less important, but if viewed from the level of consumer satisfaction, it is quite good. However, consumers ignore the attributes that lie in this position. (4) Quadrant D: In this position, when viewed from the consumer's point of view, product attributes are considered less important, but when viewed from the level of satisfaction, consumers feel very satisfied.

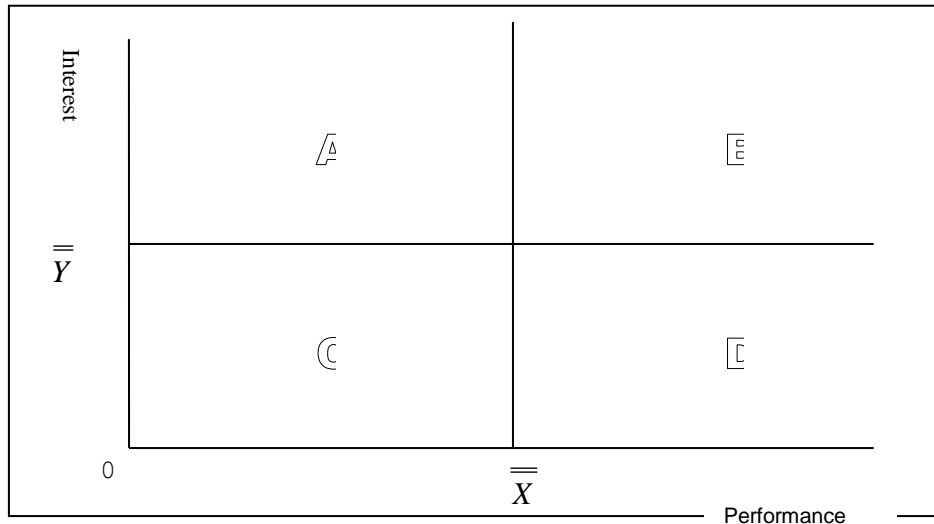


Figure 1 – Work Interest Analysis Diagram. Source: Modified from Umar (2002: 252)

According to Reza et al. (2013), found that service quality has a positive effect on community satisfaction of 0.758 with a significant level of 95%. It means that 75.8% satisfaction of the people who receive e-KTP data recording services in Depok can be influenced by several sub-variables such as physical evidence, reliability, responsiveness, assurance, and empathy and the remaining 24.2% is influenced by other independent variables. has not been shown in this study, the most influential in satisfying people who receive e-KTP data recording services is reliability with a regression coefficient of 0.867.

Service quality is the main key of public services provided to the community. Service quality is a multi-dimensional concept (Dimitiades and Maroudas, 2007) and significantly affects satisfaction (Saha and Theingi, 2009). With the existence of good and excellent service quality, it will create a good perception of the community towards the services provided. The good perception of the community that arises then grows into a feeling of satisfaction from the community because it has fulfilled the expectations desired by the community.

## METHODS OF RESEARCH

This study aims to explain the community's satisfaction with the governance and services of traditional villages in Bali Province. Data was collected through the distribution of questionnaires as a research instrument and its measurement using a Likert Scale. The validity and reliability tests were first carried out on as many as 30 respondents, the test results showed that they were valid and reliable. The results of the validity test were carried out by product moment analysis where the correlation of each indicator on each variable was greater than or equal to 0.361 (valid).

The reliability test is carried out using Cronbach's alpha where the Cronbach's alpha value is greater than or equal to 0.6 (Sugiyono, 2020). Furthermore, a sample of 234 people was taken using a non-random sampling method, namely purposive sampling. The analytical technique used is descriptive qualitative, namely importance performance analysis.

## RESULTS OF STUDY

Table 1 shows the characteristics of respondents based on gender, age and area of distribution of the questionnaire. Based on data collection on 234 respondents, 136 male respondents (58%) and 98 female respondents (42%), in terms of the dominant age were aged 18-27 years (31 percent) while the rest were spread between the ages of 48-57 years (24%), 28 – 37 years (19%), 38 - 47 years (15%) and 59 - 67 years (10%). According to the area in Bali, the distribution of the data collected is presented in Table 1.

Table 1 – Characteristics of Respondents

No	Information	Total	%
<b>Gender:</b>			
1	- Man	136	58
2	- Woman	98	42
		234	100
<b>Age (year)</b>			
1	18 - 27	72	31
2	28 - 37	46	19
3	38 - 47	34	15
4	48 - 57	58	24
5	58 - 67	23	10
		234	100
<b>Regency/City</b>			
1	- Badung	35	14,96
2	- Bangli	24	10,26
3	- Buleleng	20	8,55
4	- Denpasar	35	14,96
5	- Gianyar	25	10,68
6	- Jembrana	20	8,55
7	- Karangasem	30	12,82
8	- Klungkung	25	10,68
9	- Tabanan	20	8,55
<b>Total</b>		234	100,00

Source: Processed primary data (2021).

The results of the analysis on the level of satisfaction of the traditional village community with the governance and services of the traditional village in the Province of Bali are presented in Table 2.

Table 2 – Average Performance, Average Interest and Level of Conformity Quality of Traditional Village Services in Bali Province Based on the Perception of Traditional Village Community

Variables	Average Performance	Average Interest	Conformity level
<b>Tangibles:</b>			
Clean traditional village office (X1)	4,38	4,70	93,19
Neatness of the service room at the Village office (X2)	4,25	4,65	91,40
Comfort of service room (X3)	4,25	4,63	91,79
WC Cleanliness (X4)	4,11	4,70	87,45
Neatness of serving officers (X5)	4,21	4,55	92,53
Computer equipment in the village office (X6)	4,20	4,59	91,50
<b>Reliability:</b>			
The accuracy of the information provided by the traditional village prajuru (X7)	4,29	4,59	93,46
Prajurus serve on time (X8)	4,23	4,59	92,16
Prajuru's accuracy in handling administrative matters (X9)	4,26	4,58	93,01
<b>Responsiveness:</b>			
Prajuru's speed in providing information (X10)	4,24	4,55	93,19
Speed in resolving complaints of customary village manners (X11)	4,18	4,57	91,47
Speed of providing services to traditional village manners (X12)	4,24	4,61	91,97
<b>assurance:</b>			
Prajuru's ability to serve manners (X13)	4,18	4,58	91,27
Prajuru's skills in serving manners (X14)	4,15	4,58	90,61
Prajuru's friendliness in providing services (X15)	4,30	4,64	92,67
<b>Empathy:</b>			
Ease of contacting the prajuru if there are problems faced by krama (X16)	4,26	4,62	92,21
Prajuru's ability to communicate with customary village chiefs (X17)	4,25	4,59	92,59
The ability of the prajuru in serving the manners of the traditional village (X18)	4,26	4,58	93,01
Prajuru's efforts to know and understand the needs and desires of customary village manners (X19)	4,08	4,44	91,89
<b>Total average</b>	4,23	4,60	91,97

Source: Primary data processed, 2021.

Based on Table 2, it can be explained that in general the level of conformity between performance appraisal and expectation assessment ranges from 87.45% to 93.46% with an average of 91.97%. This means that in general the traditional village communities feel quite satisfied with the governance and services of traditional villages in the province of Bali. This

means that the traditional village head and the traditional village prajuru staff must seriously consider and maintain all dimensions in providing services to indigenous village communities, and if possible improve them so that excellent service is achieved.

Referring to Table 2, the Performance Interest Analysis Diagram to measure the level of satisfaction of the traditional village community is presented as shown in Figure 1.

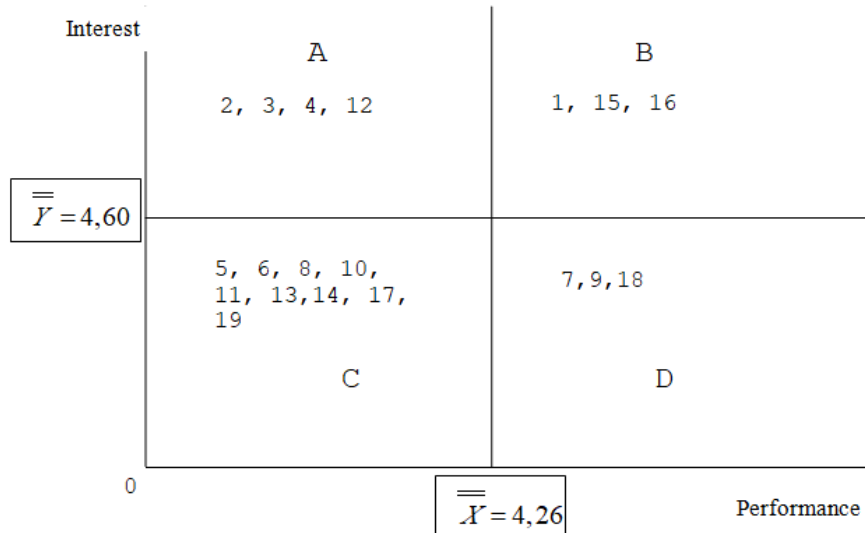


Figure 2 – Diagram of the Interest Analysis of the Performance of Indigenous Village Communities on Governance Management and Service of Traditional Villages in Bali (Source: Processed data, 2021)

The variables that fall into quadrant A (high level of importance but the performance of the Traditional Village is still low, meaning that the respondent is still not satisfied) are found in several dimensions and indicators: a) from the dimensions of real evidence: Tidiness of service room in the village office, comfort of service room and cleanliness of toilets and b) from the dimension of responsiveness: the speed of providing services to traditional village manners.

The variables included in quadrant B (high level of importance but the governance and performance of Traditional Village services are also high, meaning that the respondents are satisfied) are found in several dimensions and indicators: a) dimensions of physical evidence: clean traditional village office (X1), b) dimension of assurance: the friendliness of the Prajuru in providing services (X15), c) the dimension of Empathy: the ease of contacting the Prajuru when there is a problem faced by krama (X16).

The variables included in quadrant C have a low level of importance, but the governance and performance of traditional village services is also low, meaning that in this position, when viewed from the interest of adat village manners, the indicator is not considered important, but if viewed from the level of community satisfaction, it is quite good. However, the adat village manners ignore the indicators that lie in this position) there are several dimensions and indicators: a) dimensions of tangible evidence: the neatness of officers serving and completeness of village offices, b) dimensions of reliability: Prajurus serve on time, c) dimensions of power responsiveness: the speed of the Prajuru in providing information, the speed of the Prajuru in resolving the complaints of adat village manners., d) dimension of assurance: the ability of the Prajuru in serving adat village manners, the skill of the Prajuru in serving adat village manners., e) empathy dimension: the Prajuru's ability to communicate with adat village manners and prajuru's efforts to know and understand the needs and desires of adat village manners.

Variables that fall into quadrant D: in this position, when viewed from the interests of the indigenous village community, some indicators are considered less important but the performance of governance and traditional village services is high when viewed from the level of satisfaction the community feels very satisfied. Several dimensions and indicators

are located in quadrant D: a) the reliability dimension: the accuracy of the information provided by the traditional village prajuru and the prajuru's accuracy in handling administrative affairs, b) the empathy dimension: the Prajuru's ability to serve the adat village manners.

The results of the study strengthen the results of previous research by Lanin and Hermanto (2019), Yang (2018). Reza et al. (2013) which states that the service dimension affects satisfaction. The results of this study also enrich the concept of service dimensions Parasuraman et al. (1988) implemented in traditional village services in Bali.

## CONCLUSION

From the results of the discussion in the previous chapter, the conclusions of this study are as follows: 1) In general, the level of conformity between the performance appraisal and the expectation assessment ranges from 87.45 percent to 93.46 percent with an average of 91.97 percent, meaning that in general the public traditional villages feel quite satisfied with the governance and services of traditional villages in the province of Bali., 2) the results of the study show that there are several indicators that indicate the level of community satisfaction with the governance and services of traditional villages, namely: clean traditional village offices, friendliness of the prajuru in providing services and the ease of contacting the prajuru if there is a problem., 3) for indicators that show dissatisfaction: the tidiness of the service room at the village office, the comfort of the service room, the cleanliness of the toilet. and the speed of providing services to adat village manners., 4) indicators that show a low level of importance and low performance, namely the tidiness of the serving officers, the completeness of the adat village office, the officers serve on time, the speed of the Prajurus in providing information, the speed of the officers in resolving complaints of manners. customary village, the ability of the prajuru to serve the manners of the traditional village, the skill of the Prajuru in serving the manners of the traditional village, the ability of the prajuru to communicate with the manners of the traditional village and the prajuru's efforts to know and understand the needs and desires of the manners of the traditional village, 5) indicators that show the performance of governance and the service of the traditional village is high but the importance of the low manners is the accuracy of the information provided by the traditional village prajuru and the accuracy of the prajuru in handling administrative affairs.

From the discussion and conclusions that have been conveyed, the practical implications of this research for village heads and traditional village prajuru still need to pay attention to service quality, especially the tidiness of service rooms in the village office, comfort of service rooms, cleanliness of toilets, and speed of providing services to village manners to increase satisfaction. traditional village manners. Theoretical implications, the results of this study are able to enrich the dimensions of the quality of Parasuraman services implemented in traditional villages.

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