



# Analysis Of Community Satisfaction On Public Services At Wundudopi District Office, Kendari City

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## ABSTRACT

This study aims to determine and analyze community satisfaction with public services at the Wundudopi Village Head Office, Baruga District, Kendari City. The population in this study were all people who became residents of the Wundudopi Village Head Office, Baruga District, Kendari City, as many as 4206 people. The sampling technique used in this study is a non-probability sampling technique with the type of accidental sampling, namely the technique of determining the sample based on the spontaneity factor, meaning anyone who accidentally meets the researcher and according to the characteristics or characteristics, namely the people who become customers, then that person can be used as a sample (respondent) as a basis for data collection. The research sample is targeted at 100 respondents according to the minimum number of respondents in the preparation of the Community Satisfaction Index which was chosen by accident. The data analysis technique is the Community Satisfaction Index (IKM) value which is calculated using the weighted average value of each service element.

Based on the results of the study, it can be concluded that public satisfaction with public services at the Wundudopi Village Head Office, Baruga District, Kendari City is at a good level. This is indicated by the value of the Community Satisfaction Index (IKM) of 9 (nine) SMI elements, namely requirements, systems, mechanisms and procedures, completion time, time/tariff, product specifications, types of services, implementing competence, implementing behavior, handling complaints, suggestions and input and facilities and infrastructure.

## Introduction

Every human being needs service, even service becomes something that cannot be separated and left behind in social life. Every time the community always demands quality services from government officials who provide services. Service activities greatly affect the achievement of quality and the smooth running of activities in society. The services provided not only provide assistance to customer needs but also provide good service to customers. Receiving satisfactory service from government officials is a right that every community has.

Public services are provided to the community by the government. The government has an important role in providing public services as mandated in the law. Article 1 of Law Number 25 of 2009 concerning public services states that "Public services are activities or series of activities in the context of fulfilling service needs by laws and regulations for every citizen and resident of goods, services and/or administrative services provided. by public service providers.

One of the methods used to determine the service quality of a public organization is to use the Community Satisfaction Index (IKM). The provisions regarding the Community Satisfaction Index (IKM) are contained in the Decree of the Minister of Administrative Reform No. KEP/25/M.PAN/2/2004 dated February 24, 2004 concerning General Guidelines for Compiling the Community Satisfaction Index of Government Service Units.

References to support the theory and prepositions in this study require an empirical study of the author, so several research results were adopted. Research conducted by Suandi, (2019) shows that the results of the measurement of 14 indicators of the Community Satisfaction Index are a good category. This is in line with the results of research conducted by Luh Dea Damayanti, et al,

(2019) showing that public perceptions of the services of the Sawan District Office are measured based on community satisfaction using community IKM from all service indicators that are by community expectations but in terms of facilities for complaints. communities such as suggestion boxes do not yet exist. Community satisfaction with the services of the Sawan District Office is measured based on community satisfaction using IKM in total from 14 service indicators in the category of service quality and good service performance.

## **Literature review**

### **Human Resource Management Concept**

Organizations or companies the role of Human Resource Management is very important. We can understand this because, without human resources, an organization cannot run. Humans are the movers and managers of other production factors such as capital, raw materials, equipment, and others to achieve organizational goals.

Hasibuan (2011:10) explains, the science and art of regulating the relationship and the role of the workforce to be effective and efficient in helping the realization of the goals of the company, employees, and society. While French in Dessler (2009: 2) states, human resource management is a concept and technique needed to handle the personnel or human resources aspects of a managerial position, such as recruitment, selection, training, rewarding, appraisal, and all other activities. known so far." Another understanding from Marwansyah (2010: 3) is the utilization of human resources within the organization, which is carried out through human resource planning, career development, recruitment, and selection.

The role of human resource management, namely Edwin B. Flippo in 1981 in the book Suwatno and Doni Juni Priansa (2011:33) revealed that the function of Human Resource Management is divided into two, namely managerial functions (Functional Management) and operative functions (Operational Functional).

### **Community Satisfaction Concept**

Satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, people will be disappointed. If the performance is in line with expectations, then the community will be satisfied. Meanwhile, if the performance exceeds expectations, the community will be very satisfied. Community expectations can be shaped by past societies, comments from relatives, and the promises and information of marketers and rivals. Satisfied people are loyal longer, are less price-sensitive, and make favorable comments about public organizations.

According to Supranto (2005), satisfaction is the level of one's feelings after comparing the perceived performance or results with their expectations. Community satisfaction is a feeling of pleasure or disappointment as a result of a comparison between perceived and expected achievements or products. According to Lupiyoadi (2006), the main factor determining community satisfaction is the perception of service quality.

### **Public Service Concept**

The term service in the Big Indonesian Dictionary explains that service can be interpreted as an effort to serve the needs of others, while serving is helping to prepare (take care of) what someone needs. Service is very closely related to the community so that service is better known as public service. The term public comes from the English public which means the general public and the state. The word public in the Big Indonesian Dictionary is defined as the general public and the crowd. So Public Service according to Poltak Sinambela (2006) can be interpreted as the fulfillment of the desires and needs of the community by state administrators.

Some experts who provide an understanding of public services include Agung Kurniawan (2005), saying that public service is the provision of services (serving) the needs of other people or the community who have an interest in the organization under the basic rules and established procedures.

Ratminto (2005) defines that public services or public services can be defined as all forms of services, both in the form of public goods and public services which in principle are the responsibility and are carried out by government agencies at the center, in the regions and within the State-Owned Enterprises or State-Owned Enterprises. Regional Owned Enterprises, in the context of efforts to meet the needs of the community as well as in the context of implementing the provisions of laws and regulations.

### **Community Satisfaction Index Concept**

Public satisfaction with the performance of government services needs to be continuously measured and compared. One way to measure people's satisfaction with government services is to use the Community Satisfaction Index. Regulation of the Minister for Empowerment of State Apparatus and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Compiling a Community Satisfaction Survey for Public Service Providers.

Furthermore, in the guidelines for the community satisfaction survey issued by the Minister of State Apparatus Empowerment and Bureaucratic Reform Regulation of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Compiling a Community Satisfaction Survey for Public Service Providers, "The target of the Community Satisfaction Index is the level of achievement of the performance of government agencies in service units. provide services to the community". Based on this description, it can be

concluded that the Community Satisfaction Index is data information about the level of customer satisfaction with services provided by a government agency.

## Research methods

### Types of research

In this study, the author uses a qualitative approach with the type of survey research. In the survey, information is collected from the respondents using a questionnaire. Generally, the notion of a survey is limited to research in which data are collected from a sample of the population to represent the entire population. According to Singarimbun and Effendi (2008:3), Survey research is research that takes a sample from one population and uses a questionnaire as the main data collection tool.

## Population and Research Sample

### Population

The population is a collection of objects that are the center of research, which have information that they want to know. The population in this study was the entire community who became respondents at the Wundudopi Village Head Office, Baruga District, Kendari City, as many as 4206 people. The size of the population in the study and considering the factors that support the successful implementation of the research, in this study sampling was done.

### Research Samples

The sampling technique used in this study is a non-probability sampling technique with the type of accidental sampling, namely the technique of determining the sample based on the spontaneity factor, meaning that anyone who accidentally meets the researcher and according to the characteristics or characteristics, namely the community who is the respondent of the Office Wundudopi Village Head, Baruga Subdistrict, Kendari City, then that person can be used as a sample (respondent) as a basis for data collection. The research sample is targeted at 100 respondents according to the minimum number of respondents in the preparation of the Community Satisfaction Index which was chosen by accident.

## Data Types and Sources

### Data Type

The types of data used in this study are:

1. Quantitative data is data in the form of numbers and can be calculated mathematically, consisting of the number of respondents.
2. Qualitative data, namely data that is not in the form of numbers but such as the research location, the history of the research object, and the vision and mission of the research object.

### Data source

Sources of data in this study consist of:

1. Secondary data, in the form of data that has been processed by the Wundudopi Office, Baruga District, Kendari City, was obtained from agency reports consisting of organizational structure, general organizational data, and job descriptions.
2. Primary data, in the form of data obtained from the Wundudopi Office, Baruga District, Kendari City in the form of the results of filling out questionnaires and documentation.

## Data Collection Techniques

The data collection techniques used by researchers:

1. Observation  
Observations are observations made directly on the analysis of community satisfaction with public services at the Wundudopi Village Head Office, Baruga District, Kendari City.
2. Filling in the Questionnaire or Questionnaire  
Questionnaires or questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer. The questionnaire is an efficient data collection technique if the researcher knows for sure the variable to be measured and knows what can be expected from the respondent.
3. Documentation  
Documentation is a way to provide documents using accurate evidence from recording specific sources of information from essays/writings, wills, books, laws, and so on.

## Data Analysis Techniques

This study uses IKM data analysis techniques by the guidelines for the community satisfaction survey issued by the Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning

Guidelines for Compiling a Community Satisfaction Survey for Public Service Provider Units, Community Satisfaction Index. The data analysis technique was carried out using the Community Satisfaction Index (IKM) which was calculated using the weighted average value of each service element.

## Research result

### Research Instrument Validity Test

Test the validity using the Pearson product-moment correlation method, with the criteria that if the r-value obtained is 0.30 at the 95% confidence level, then the instrument (questionnaire) being tested is declared valid. The results of the instrument validity test can be seen in table 1.

**Table 1. The results of the instrument validity test at the level of  $\alpha = 0.05$**

Indicators	r-value	Status
X <sub>1.1</sub>	0,921	Valid
X <sub>1.2</sub>	0,963	Valid
X <sub>1.3</sub>	0,955	Valid
X <sub>1.4</sub>	0,956	Valid
X <sub>1.5</sub>	0,942	Valid
X <sub>1.6</sub>	0,944	Valid
X <sub>1.7</sub>	0,934	Valid
X <sub>1.8</sub>	0,895	Valid
X <sub>1.9</sub>	0,949	Valid

Source: Primary Data in 2021

Based on table 5.7. it shows that all indicator items that measure each variable produce a validity coefficient of more than 0.30 ( $r > 0.30$ ). Thus, it can be stated that the data collection instrument used in this study is valid.

### Research Instrument Reliability Test

After the validity test was carried out, the reliability test was carried out. The reliability test has criteria where the resulting value is greater than 0.60 ( $> 0.60$ ) with a 95% confidence level, the results are as shown in table 2.

**Table 2. Instrument Reliability Test Results at the Level of  $\alpha = 0.05$**

Indicators	Cronbac'h Alpha	Information
X <sub>1.1</sub>	0,804	Reliable
X <sub>1.2</sub>	0,797	Reliable
X <sub>1.3</sub>	0,798	Reliable
X <sub>1.4</sub>	0,801	Reliable
X <sub>1.5</sub>	0,799	Reliable
X <sub>1.6</sub>	0,802	Reliable
X <sub>1.7</sub>	0,801	Reliable
X <sub>1.8</sub>	0,803	Reliable
X <sub>1.9</sub>	0,806	Reliable

Source: Primary Data in 2021

Based on table 2. it can be concluded that all indicator items used to measure each variable have a coefficient number greater than 0.60. Therefore, the instrument used in collecting data can be declared reliable at the 95% confidence level or = 0.05.

Based on the measurement of 9 (nine) service elements (U), it is obtained that the consideration of the Community Satisfaction Index (IKM) of the Wundudopi Village Head Office, Baruga District, Kendari City, refers to the data processing of the Community Satisfaction Index as follows:

### Calculating the Total Value of Service Elements

**Table 3. Total Value of Service Elements**

Code	Elements of SKM	SKM Element Value
U1	Requirements	354
U2	Systems, Mechanisms and Procedures	343
U3	Completion Time	345
U4	Fees/Tariffs	338
U5	Product Specification type of service	360
U6	Implementing competence	350
U7	Executor behavior	352
U8	Handling Complaints, Suggestions and Feedback	365
U9	Facilities and infrastructure	358

Source: Primary Data in 2021

**Calculating Average Value Per Element**

$$\text{Elemental Average (NRR)} = \frac{\text{Sum of elemental values}}{\text{Number of Respondents}}$$

**Table 4. Average Value of Service Elements**

Code	Elements of SKM	Elemental Average (NRR)
U1	Requirements	354:100= 3,54
U2	Systems, Mechanisms and Procedures	343: 100= 3,43
U3	Completion Time	345:100= 3,45
U4	Fees/Tariffs	338 : 100= 3,38
U5	Product Specification type of service	360 : 100= 3,60
U6	Implementing competence	350 : 100= 3,50
U7	Executor behavior	352 :100 = 3,52
U8	Handling Complaints, Suggestions and Feedback	365: 100= 3,65
U9	Facilities and infrastructure	358 : 100 =3,58

Source: Primary Data in 2021

**Calculating the Weighted Average (NRR)**

$$\text{Weighted NRR} = \text{NRR per element} \times 0,11$$

**Table 5. Weighted average value**

Code	Elements of SKM	Average Value Per Element	Weighted Average	Weighted Average Score
U1	Requirements	3,54	0,11	0,39
U2	Systems, Mechanisms and Procedures	3,43	0,11	0,38
U3	Completion Time	3,45	0,11	0,38
U4	Fees/Tariffs	3,38	0,11	0,37
U5	Product Specification type of service	3,60	0,11	0,40
U6	Implementing competence	3,50	0,11	0,38
U7	Executor behavior	3,52	0,11	0,39
U8	Handling Complaints, Suggestions and Feedback	3,65	0,11	0,40

U9	Facilities and infrastructure	3,58	0,11	0,39
amount				3,08

Source: Primary Data in 2021

### Calculating the Value of the Community Satisfaction Index

To facilitate the interpretation of the IKM assessment between the value range of 25-100, the results of the weighted average value assessment ( weighted NRR) above are converted to a basic value of 25, with the following formula:

$$IKM \text{ Conversion Rate} = \Sigma \text{Weighted NRR} \times 25$$

$$IKM \text{ Conversion Rate} = 3,08 \times 25 = 77$$

Furthermore, the results of the conversion value of the Community Satisfaction Index (IKM) of the Wundudopi Village Head Office, Baruga District, Kendari City, are adjusted to the categorization of service quality based on the index shown in table 6. as follows:

**Table 6. Categorization of Service Quality**

Perception Value	IKM Interval Value	IKM Conversion Interval Value	Service Quality	Performance Service Unit
1	1,00-2,5996	25,00-64,99	D	Not good
2	2,60-3,064	65,00-76,60	C	Less of good
3	3,0644-3,532	76,61-88,30	B	good
4	3,5324-4,00	88,31-100,00	A	Very good

Source: Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017

Based on the categorization of service quality in table 5.12 above, the Wundudopi Office, Baruga District, Kendari City obtained an IKM Conversion result of 77. The service unit performance of the Wundudopi Office, Baruga Sub-district, Kendari City was in the service quality "B" with the "GOOD" category. When viewed from each element of the Community Satisfaction Index, which refers to the categorization of service quality in table 5.12, the IKM value of each service element can be seen in table 7 below:

**Table 7. Results of Service Elements Community Satisfaction Index**

Code	Elements of SKM	IKM Value	Conversion Rate of IKM	Service Quality	Performance
U1	Requirements	3,54	3,54x25=88,38	A	Very good
U2	Systems, Mechanisms and Procedures	3,43	3,43x25=85,75	B	good
U3	Completion Time	3,45	3,45x25=86,25	B	good
U4	Fees/Tariffs	3,38	3,38x25=84,50	B	good
U5	Product Specification type of service	3,60	3,60x25=90,00	A	Very good
U6	Implementing competence	3,50	3,50x25=87,38	B	good
U7	Executor behavior	3,52	3,52x25=87,88	B	good
U8	Handling Complaints, Suggestions and Feedback	3,65	3,65x25=91,25	A	Very good
U9	Facilities and infrastructure	3,58	3,58x25=89,58	A	Very good

Source: Primary Data in 2021

Based on table 7. the service quality category of the community satisfaction index is by the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia Number 14 of 2017 concerning Guidelines for Compiling a Community Satisfaction Survey for Public Service Provider Units. is in the service quality "A" with the category "VERY GOOD". Furthermore, the system elements, mechanisms, and procedures at the Wundudopi Village Head Office, Baruga District, Kendari City are in the "B" service quality with the "GOOD" category. Next, the completion time element at the Wundudopi Office, Baruga District, Kendari City is in the service quality "B" with the "GOOD" category.

The cost/tariff element at the Wundudopi Lurah Office, Baruga District, Kendari City is in the service quality "B" with the

"GOOD" category. Furthermore, the product element specifications for the type of service at the Wundudopi Office, Baruga District, Kendari City are in the service quality "A" with the "VERY GOOD" category. Next, the implementing competence at the Wundudopi Office, Baruga District, Kendari City is in the service quality "B" with the "GOOD" category.

The behavioral element of the implementer at the Wundudopi Office, Baruga District, Kendari City is in the service quality "B" with the "GOOD" category. Furthermore, the elements of handling complaints, suggestions and input at the Wundudopi Office, Baruga District, Kendari City are in the service quality "A" with the "VERY GOOD" category. Next, the elements of facilities and infrastructure at the Wundudopi Office, Baruga District, Kendari City are in the service quality "A" with the "VERY GOOD" category.

## Discussion

This study aims to determine and analyze community satisfaction with public services at the Wundudopi Office, Baruga District, Kendari City based on community satisfaction as measured using the Community Satisfaction Index analysis. The results showed that the service at the Wundudopi Lurah Office, Baruga District, Kendari City was at a good level. This is indicated by the value of the Community Satisfaction Index (IKM) of 9 (nine) SMI elements, namely requirements, systems, mechanisms and procedures, completion time, time/tariff, product specifications, types of services, implementing competence, implementing behavior, handling complaints, suggestions and input and facilities and infrastructure.

Based on respondents' answers to 9 (nine) indicators of the community satisfaction variable, namely the cost/tariff indicator, which is the indicator most rated low by the community and belongs to the good category. This can be interpreted that the cost/tariff is considered good by the community, meaning that the Wundudopi Lurah Office, Baruga District, Kendari City does not charge additional fees other than the official levy that has been set. Furthermore, system indicators, mechanisms, and procedures were assessed as good. This can be interpreted that the systems, mechanisms and procedures are still considered good by the community. This means that information about service procedures is easy for the public to get and the procedures/stages of service flow at the Wundudopi Office, Baruga District, Kendari City are easy to understand.

The results of this study support the results of research conducted by Suandi, (2019) showing that job satisfaction has a positive and significant effect on employee performance. This is in line with research conducted by Iwan Kurnia Wijaya, (2018) which found that job satisfaction has a positive and significant effect on employee performance. Furthermore, the results of research conducted by Enjang Sudarman, (2018) found that job satisfaction has a positive and significant effect on employee performance.

In contrast to the results of research conducted by Nikolas Ivan Wakita Adiyasa and Windayanti, (2019) showed that the Community Satisfaction Index (IKM) for the services of the Belitang District Office was 2.88 with a conversion rate of 71.95. So the performance of public services is in the category of good service quality. This is in line with the results of research conducted by Luh Dea Damayanti, et al, (2019) which shows that public perceptions of the services of the Sawan District Office are measured based on community satisfaction using community IKM from all service indicators that are by community expectations. This indicates that the community is satisfied with the services provided by the quality of service and good service performance.

Based on the results of the discussion above, it can be concluded that the service at the Wundudopi Village Head Office, Baruga District, Kendari City is at a good level. This is indicated by the value of the Community Satisfaction Index (IKM) of 9 (nine) SMI elements, namely requirements, systems, mechanisms and procedures, completion time, time/tariff, product specifications, types of services, implementing competence, implementing behavior, handling complaints, suggestions and input and facilities and infrastructure.

## Research Limitations

The results of this study have provided several findings, but there are still some things that need to be studied further. This condition is strongly influenced by several things that indirectly become the limitations of the study, namely:

1. This study resulted from the use of instruments based on the perception of respondents' answers. This will cause problems if the respondent's perception is different from the actual situation.
2. This study does not consider other variables that may affect public services, only assumes that community satisfaction variables that have potential possibilities related to public services have not been included in this study.
3. The number of samples used in this study is still limited, namely 100 respondents, therefore further researchers can increase the number of samples and different analytical approaches.

## Conclusions and suggestions

### Conclusion

Based on the results of data analysis, hypothesis proofing, and discussion of research results, it can be concluded that public satisfaction with public services at the Wundudopi Village Head Office, Baruga District, Kendari City is at a good level. This is indicated by a score of 77 with the "Good" category from the Community Satisfaction Index (IKM) which consists of 9 (nine) IKM elements, namely requirements, systems, mechanisms and procedures, completion time, time/tariff, product specifications, types of services, implementing competence, implementing behavior, handling complaints, suggestions and input, and facilities and infrastructure.

## Suggestion

Based on the results of data analysis, changes, and conclusions of this study, suggestions that can be put forward are:

1. For the head of the Wundudopi Office, Baruga Sub-district, Kendari City, which is oriented towards public services, it is necessary to pay more attention to the indicators of community satisfaction variables, namely costs/tariffs, which are the indicators that are most considered low by the community and are included in the good category. This can be interpreted that the fees/tariffs are considered good by the community, meaning that the Wundudopi Office, Baruga Sub-district, Kendari City does not charge additional fees other than the official levy that has been determined, it still needs to be increased again.
2. For further researchers, it is hoped that they can utilize and develop the results of this study by using different variables or indicators used in each variable.

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