

**INTERNATIONAL JOURNAL OF LAW,
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(IJLGC)**www.ijlgc.com**THE IMPACT OF ADMINISTRATIVE SERVICES QUALITY
ON PUBLIC SATISFACTION: A CASE STUDY AT THE
POPULATION AND CIVIL REGISTRATION OFFICE OF
LUWU TIMUR REGENCY**Cristi Rut Tonapa^{1*}, Suhardi M. Anwar², Ilham Tahier³, Hadi Pajarianto⁴

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This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

Serving the public is the primary duty of the government. One of the government services is the issuance of population administration documents to achieve orderly population administration and ensure the continuous provision of national population data. The government is responsible for providing accurate and up-to-date population data. In this study, the researcher aims to examine the impact of the quality of population administration document services on public satisfaction at the Population and Civil Registration Office of Luwu Timur Regency. The objective of this research is to determine how the quality of population administration document services affects public satisfaction in the Population and Civil Registration Office of Luwu Timur Regency. This study employs a quantitative method to assess the influence of service quality variables (X) on public satisfaction (Y). The results show that four out of the five independent variables—Tangible, Responsiveness, Assurance, and Empathy—have a positive and significant effect on public satisfaction, while the Reliability variable does not have a significant effect on public satisfaction. However, overall, these five independent variables collectively influence public satisfaction.

Keywords:

Public Service; Service Quality; Public Satisfaction

Introduction

The bureaucracy in the public sector is essentially established to enable the government to provide excellent services to its citizens. In implementing its programs, the public bureaucracy operates according to its vision as outlined in the 1945 Constitution. All public services must focus on improving their quality, one of which is through simplifying public services by streamlining procedures to make them easier to understand and less complicated (Sonani & Yulia, 2021). As mandated by Article 1 of Law No. 25 of 2009, public services are activities or series of activities intended to fulfill basic needs according to the civil rights of every citizen and resident for goods, services, and/or administrative services provided by public service providers (Hidayah, 2020).

One form of public service implementation that the government must carry out is the provision of population administration services. The foundation for the implementation of population administration services is regulated in Law No. 23 of 2006, later revised by Law No. 24 of 2013. Population administration services are complex activities that include the arrangement and issuance of population documents and data through population registration, civil registration, management of population administration information, and the utilization of these for public services as well as other development sectors (Purba, 2020). Based on the Minister of State Apparatus Empowerment Decree No. 63 of 2003 concerning general guidelines for public service administration, such as service procedures, service requirements, service personnel capabilities, fairness in receiving services, service cost certainty, and service schedule certainty, the government has the obligation to improve services in the public sector (Hidayah, 2020).

What is the current quality of public sector services in Indonesia? According to data from the Indonesian Ombudsman (2023) regarding the evaluation of public service compliance, which aims to serve as a benchmark for service providers to improve public service quality and strengthen the Ombudsman's oversight in preventing maladministration in 26 ministries, seven ministries were rated with the highest quality, 13 ministries with high quality, and five ministries with moderate quality. In several regencies in Luwu Raya, Luwu Timur Regency achieved a score of 83.84 (Green) for High Quality, Luwu Utara Regency scored 87.35 (Green) for High Quality, Luwu Regency scored 78.63 (Green) for High Quality, and Palopo City scored 72.12 (Yellow) for Moderate Quality (Ombudsman, 2023).

Several studies have found that digital service transformation still faces obstacles, including suboptimal responsiveness due to slow and time-consuming services (Suprianto, 2023). Some villages provide services with good attitude, but there are still employees who discriminate against the public (Gumolung et al., 2023). The Ombudsman has made efforts to prevent maladministration, but further strengthening of instruments such as reliable human resources is still needed (Rahayu et al., 2023). It should be acknowledged that some services in various regions already have good timeliness and responsiveness, making the public enthusiastic about using public services (Adawiyah et al., 2023).

According to the 2022 Indonesian Ombudsman annual report, the number of public complaints increased by 15% to 8,292 compared to the previous year. Complaints that must be prevented are related to maladministration, such as procedural deviations, abuse of authority, including negligence or disregard of legal obligations, discriminatory actions, requests for bribes, and others. This is inseparable from the adaptation to the new normal

where digital services have become a necessity. Currently, the public aspires to services that are faster, easier, cheaper, more numerous, and of higher quality. Given this phenomenon, service quality improvement must continue to be enhanced, especially in all government services as the forefront in providing excellent services to the public.

Based on theoretical and factual gaps, this research will explore the quality of population administration services, which generally still have issues that the public complains about, such as illegal fees, employee behavior, and service speed. Therefore, breakthroughs are needed to strengthen service quality, including Tangibles, Service Reliability, high Responsiveness, Assurance, and Empathy towards the public. If all these aspects are met, excellent service will be realized, and the public will experience high satisfaction with government performance.

Based on the above description, this research analyzes the quality of services on public satisfaction in the population administration service sector at the Population and Civil Registration Office of Luwu Timur Regency. This research analyzes service quality on public satisfaction among recipients of public services in Luwu Timur Regency. The results of this research will serve as a consideration and input for improving the quality of population administration services in Luwu Timur Regency.

Literature Review

Public Service

When discussing service, the essence of service itself must have good quality to ensure that the goals of both the provider and the recipient of the service are achieved effectively and maximally (Hidayah, 2020). The more satisfied the service recipients are with the services provided by the service provider, the better the quality of the service. Fundamentally, service involves activities related to fulfilling rights that are inherent to every individual, whether personal or collective, conducted publicly.

According to (Hasyim et al., 2021), service is an important activity in the state process, where the government's role as a service provider is carried out with certain regulations to facilitate the administrative process as a manifestation of the government's concern for the public.

The elements of public service include systems, procedures and methods, personnel, facilities and infrastructure, and the community as customers (Moenir, 2010). Types of public services include: Administrative services such as Identity Cards (KTP), birth certificates, death certificates, marriage certificates, divorce certificates, adoption certificates, Family Cards (KK), Child Identity Cards (KIA), Moving Certificates (SKPWNI), Driving Licenses (SIM), and others; Goods services such as electricity, clean water, and telephone services; and Service jobs such as education, health care (BPJS), banking services, postal services, transportation services, and others (Permana, 2015); (Andriansyah, 2021).

Service Quality

To determine service quality, several aspects can be considered to assess the extent of the service quality in public services. This can be examined using the theory by Zeithaml, Parasuraman, and Berry (1985), which is divided into five aspects for determining public

service quality. Initially, Zeithaml and colleagues conducted research specifically on service industries and identified ten aspects of service quality. Later, Zeithaml et al. simplified these ten aspects into five. These five aspects will determine how well the government provides quality services to the public (Zeithaml, Parasuraman, and Berry, 1990; (Rukmawati et al., 2021).

Tangibles: Physical facilities, equipment, personnel, and communication materials necessary for maintaining service quality and managing risks.

Reliability: The ability of a public service unit to deliver services as expected by the public.

Responsiveness: The attitude and response of service providers to meet the needs of the service recipients professionally.

Assurance: The certainty of service completion, timeliness, and cost, which helps build trust in the provided services.

Empathy: Every service provided should prioritize the needs of the recipients (the public) with a friendly, polite, and respectful attitude, avoiding discriminatory behavior to attract and build public trust in the services provided.

Public Satisfaction

Satisfaction is a function of the perceived performance of the service provider and the expectations of the service recipient. If the service provider's performance is below the recipient's expectations, the public will be dissatisfied. Generally, expectations are feelings or beliefs about what one will receive when they use a product or service (Mayasari, 2020). According to Selnes, cited in (Sonani & Yulia, 2021), public satisfaction includes the overall level of satisfaction, the alignment of the service with public expectations, and the level of satisfaction during the relationship with the service-providing institution.

Population Administration

Population administration refers to a series of systematic and directed activities, including the issuance of population documents and data through population registration, civil registration, and the management of population information, with the results used for public services, governance, and development. To obtain population documents, population registration is conducted, which is a process of recording and reporting population events for the issuance of Family Cards (KK), Identity Cards (KTP), and other population certificates issued by local governments (Abror, 2021). Population events refer to events reported by the public that impact the issuance or change of Family Cards, Identity Cards, and other population documents such as birth certificates, death certificates, marriage certificates, divorce certificates, adoption certificates, Child Identity Cards (KIA), and Moving Certificates (SKPWNI). The creation and issuance of population documents are based on significant events. These significant events include life changes such as birth, death, marriage, divorce, acknowledgment or legalization of a child, adoption, name changes, changes in place/date of birth, changes in citizenship, population transfers, and changes in gender. When such events occur, it is necessary to issue population documents to avoid errors in population data recording. Population documents are essential as official and general identification (Hasyim et al., 2021).

Conceptual Framework

The aspects measured in this research are based on several evaluation criteria such as Physical Evidence (Tangibles), Reliability, Responsiveness, Assurance, and Empathy.

According to the description, the conceptual framework for this study can be illustrated as follows:

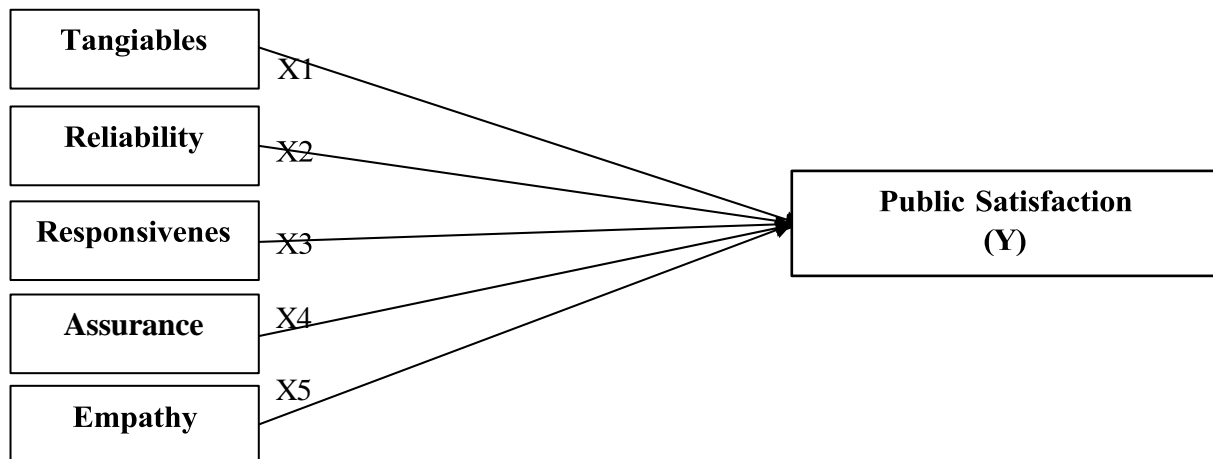


Figure 1 : Conceptual Framework

Hypothesis

The hypothesis formulated in this research is as follows: It is suspected that there is a significant impact of the quality of population administration services at the Population and Civil Registration Office of Luwu Timur Regency on public satisfaction.

Research and Method

The research method used in this study is descriptive with a quantitative approach. According to Sugiono (2013: 14), cited in (Hasanah et al., 2022), quantitative research is based on the philosophy of positivism, used to study a particular population or sample, with sampling techniques generally conducted randomly. Data collection uses research instruments, and data analysis is quantitative with the aim of testing the established hypothesis. Therefore, this study employs a quantitative research method because the researcher aims to assess the quality of population administration services at the Population and Civil Registration Office of Luwu Timur Regency.

Location and Time Of The Research

This research is conducted at the Population and Civil Registration Office of Luwu Timur Regency. The data and information used in this study are quantitative data sourced from primary data obtained through questionnaires. The research is planned to take place from July to August 2024.

Population and Sample

According to Sugiyono (2017), cited in (Kurniawan et al., 2023), the population is the generalization area consisting of objects or subjects with specific quantities or characteristics that the researcher wishes to study and draw conclusions from. In this study, the population includes all individuals receiving population administration services at the Population and Civil Registration Office of Luwu Timur Regency. The number of people who have used population administration services from January to June 2024 each month is approximately 300 to 500 individuals (source: General Affairs Subsection of the Population and Civil Registration Office of Luwu Timur Regency).

According to Sugiyono (2017), cited in Hasanah et al. (2022), a sample is a portion of the research population. When the population is large, and it is impractical for the researcher to study the entire population, the researcher can use a sample taken from that population. The required sample size for this study refers to the Minister of Administrative and Bureaucratic Reform Regulation No. 14 of 2017, which uses the Morgan and Krejcie sample size method. The regulation's appendix provides the minimum sample size calculation needed for community surveys. Assuming a population of 500 people, a sample size of 80 individuals is required.

Data Collection Techniques and Research Instruments

Data collection in this study employs: (i) Questionnaires as the primary technique, where a list of questions/statements is distributed to respondents with the expectation of receiving responses to these questions/statements (Pramularso, 2020); and (ii) Documentation, which, according to Sugiyono (as cited in Hasanah et al., 2022), involves recording past events. Documents can take the form of written texts, images, or monumental works. Documentation may include live images, photos, and other materials.

Using pre-existing measurement items is generally considered a better practice compared to developing new ones, given the complexity of scale development (DeVellis, 2017; Latan et al., 2020). The researcher uses a measurement scale that has been previously employed by other researchers. In this study, the questionnaire is measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Collection Procedures

The data collection procedures for this study are as follows: First, the instrument is developed from previous research, involving experts in the field of measurement to ensure the clarity of content and validity of the questionnaire (Sekaran & Bougie, 2019). Second, a pre-test of the questionnaire is conducted to identify potential measurement errors and improve survey quality (Latan et al., 2020). Third, after the pre-test, the questionnaire is distributed via Google Forms, followed by sending notifications to ensure that the questionnaires reach the respondents. This approach is designed to reach respondents from various backgrounds at a low cost and within a short timeframe (Latan et al., 2020). The researcher guarantees the confidentiality of the information provided by respondents, with only specific data groups presented and reported as research findings.

Hypothesis Testing

Hypothesis testing (Figure 1) is conducted using Structural Equation Modeling (SEM) techniques through a Partial Least Squares (PLS-SEM) approach with the assistance of SmartPLS 3.2.9 software. PLS-SEM does not require data to be normally distributed, allows for limited sample sizes, and enables direct parameter estimation without the need for goodness of fit requirements (Ghozali & Latan, 2015). The reasons for using Partial Least Squares (PLS-SEM) include: (i) The data in this study are not normally distributed for all items; (ii) The research model is not yet validated by literature, so the study aims to confirm the theory; and (iii) The research model is categorized as complex. According to Hair et al. (2011), such techniques are widely used in marketing and management research to analyze causal relationships between latent constructs and are highly effective techniques.

Results and Discussion

Validity and Reliability Test of the SEM Model

The analysis conducted to determine the influence between variables in this study uses Variance-Based Structural Equation Modeling (VB-SEM) with the help of SmartPLS 3.3 software. Before the SEM model is used to estimate the analyzed variables, the validity and reliability of the resulting SEM model must first be determined. The validity test used to assess the validity level of the VB-SEM model in this study is Convergent Validity. There are two methods to determine the validity of the SEM model using the convergent validity technique: by examining the outer loading (Loading Factor) values and the Average Variance Extracted (AVE) values.

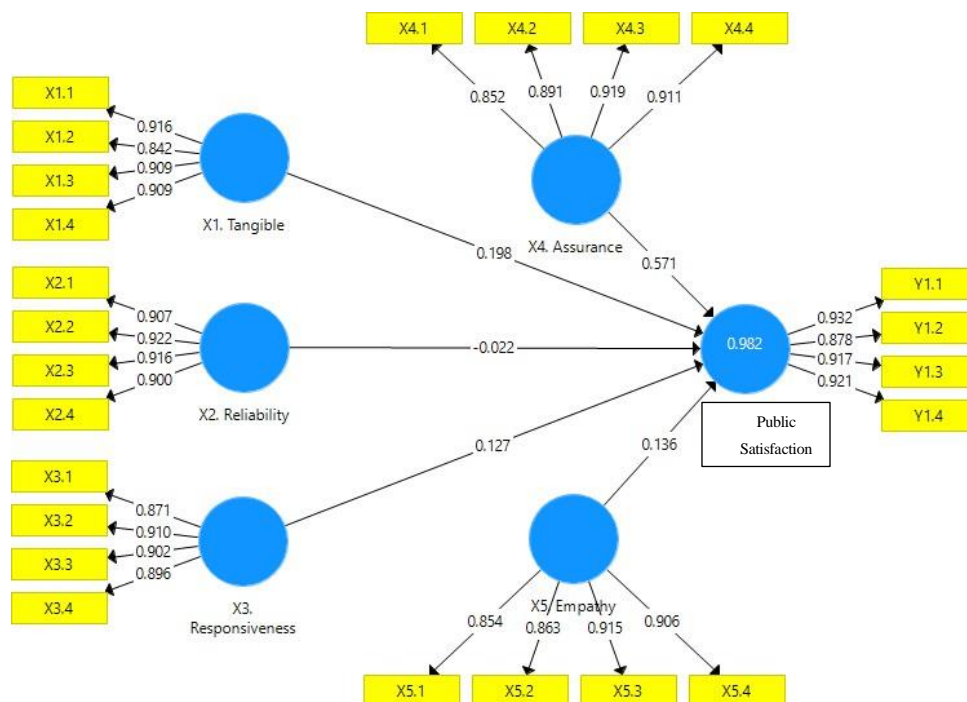


Figure 2 : Outer Model PLS –SEM

The required loading factor value is >0.7 . In the validity test conducted, it was found that all indicators have values >0.7 . The SEM model, which has been declared valid, is presented in Figure 2 and Table 1.

Variable	Indicator	Loading factor	Cut off Value	AVE	Validity	Cronbach's Alpha	CR	Reliability
X1	X1.1	0.916	0.7	0.801	Valid	0.916	0.941	Reliable
	X1.2	0.842	0.7		Valid			
	X1.3	0.909	0.7		Valid			
	X1.4	0.909	0.7		Valid			
X2	X2.1	0.907	0.7	0.831	Valid	0.932	0.951	Reliable
	X2.2	0.922	0.7		Valid			
	X2.3	0.916	0.7		Valid			
	X2.4	0.900	0.7		Valid			
X3	X3.1	0.871	0.7	0.801	Valid	0.917	0.941	Reliable

Variable	Indicator	Loading factor	Cut off Value	AVE	Validity	Cronbach's Alpha	CR	Reliability
	X3.2	0.910	0.7		Valid			
	X3.3	0.902	0.7		Valid			
	X3.4	0.896	0.7		Valid			
X4	X4.1	0.852	0.7	0.798	Valid	0.916	0.941	Reliable
	X4.2	0.891	0.7		Valid			
	X4.3	0.919	0.7		Valid			
	X4.4	0.911	0.7		Valid			
X5	X5.1	0.854	0.7	0.783	Valid	0.908	0.935	Reliable
	X5.2	0.863	0.7		Valid			
	X5.3	0.915	0.7		Valid			
	X5.4	0.906	0.7		Valid			
Y	Y1	0.932	0.7	0.832	Valid	0.933	0.952	Reliable
	Y2	0.878	0.7		Valid			
	Y3	0.917	0.7		Valid			
	Y4	0.921	0.7		Valid			

Table 1 : Validity and Reliability of the PLS-SEM Model

The value used to measure the validity of the SEM model based on Average Variance Extracted (AVE) is >0.5 . According to Table 5, the AVE values for all variables observed in this study are >0.5 , indicating that all variables are valid and can be used to test the SEM model. Reliability is a measure of the consistency of indicators in measuring their variables. The values used to determine the reliability of the SEM model are Composite Reliability (CR) and Cronbach's Alpha. This type of reliability is used to assess the internal reliability of the variable indicators. The standard value for Cronbach's Alpha to declare a variable as reliable is >0.6 , while the standard value for Composite Reliability is >0.7 . Therefore, based on Table 5, it is evident that all variables have Cronbach's Alpha values >0.6 and Composite Reliability values >0.7 , indicating that the analyzed SEM model is reliable.

Analysis of Variable Influence and Hypothesis Testing

The purpose of SEM analysis is to test the magnitude of the influence of independent variables on dependent variables. The SEM model resulting from the analysis of the influence between variables is presented in the figure below.

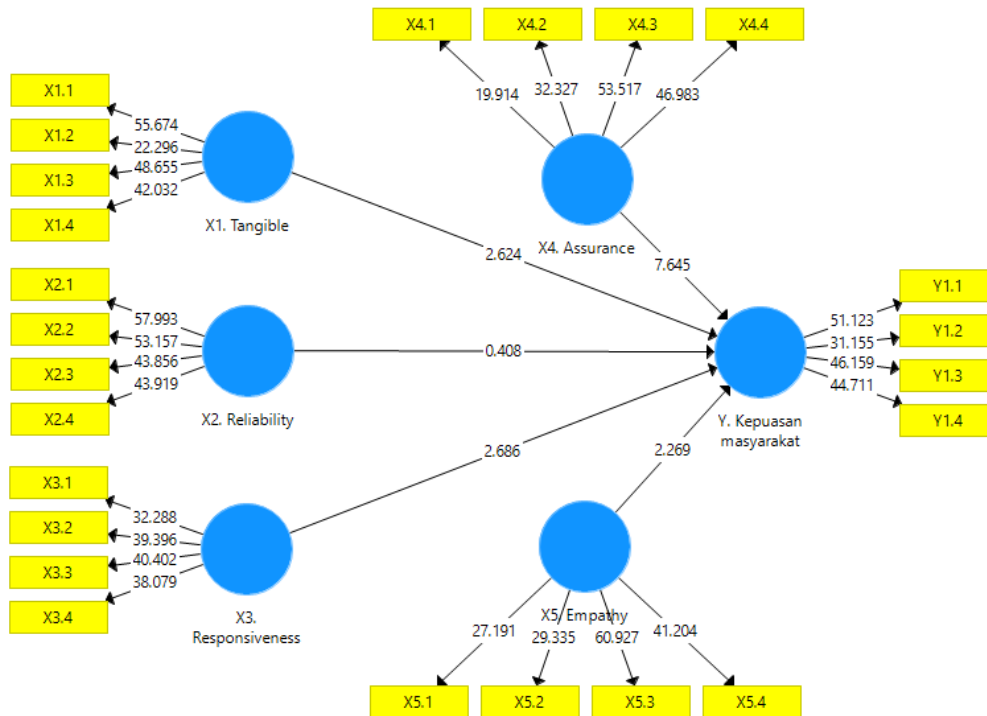


Figure 3 : Influence Between Variables

The analysis of the variables in this study focuses on the influence of Tangible, Reliability, Responsiveness, Assurance, and Empathy on public satisfaction. The magnitude of the influence of these variables is presented in Table 2.

The Impact Between Variables	T Statistics	T Table	P Values	Cut off P value	Hypothesis
X1. Tangible -> Y. Public Satisfaction	2.624	1.67	0.009	0.05	Accepted
X2. Reliability -> Y. Public Satisfaction	0.408	1.67	0.683	0.05	Rejected
X3. Responsiveness -> Y. Public Satisfaction	2.686	1.67	0.007	0.05	Accepted
X4. Assurance -> Y. Public Satisfaction	7.645	1.67	0.000	0.05	Accepted
X5. Empathy -> Y. Public Satisfaction	2.269	1.67	0.024	0.05	Accepted

Table 2 : Influence of Tangible, Reliability, Responsiveness, Assurance, and Empathy on Public Satisfaction

The data analysis results displayed in Table 6 show that out of the five independent variables, four have a significant influence on the dependent variable, while one independent variable does not significantly influence the dependent variable. Based on Table 2, the hypothesis testing can be conducted as follows:

First, the influence of Tangible on public satisfaction. The data analysis shows that Tangible significantly influences public satisfaction in receiving population administration document services at the Department of Population and Civil Registration of East Luwu Regency. This finding supports the research by (Kurniawan et al., 2023), which concluded that Tangible has a significant impact on public satisfaction in receiving services.

Second, the influence of Reliability on public satisfaction. The data analysis indicates that Reliability does not significantly influence public satisfaction in receiving population administration document services at the Department of Population and Civil Registration of East Luwu Regency. This finding aligns with the research by (Riauwati & Dwiyanti, 2023), which concluded that Reliability does not have a significant effect on public satisfaction in receiving services.

Third, the influence of Responsiveness on public satisfaction. The data analysis shows that Responsiveness significantly influences public satisfaction in receiving population administration document services at the Department of Population and Civil Registration of East Luwu Regency. This finding supports the research by (Citra, 2023), which concluded that Responsiveness has a significant impact on public satisfaction in receiving services.

Fourth, the influence of Assurance on public satisfaction. The data analysis shows that Assurance significantly influences public satisfaction in receiving population administration document services at the Department of Population and Civil Registration of East Luwu Regency. This finding contradicts the research by (Irawan et al., 2021), which concluded that the Assurance dimension does not positively and significantly influence public satisfaction.

Fifth, the influence of Empathy on public satisfaction. The data analysis shows that Empathy significantly influences public satisfaction in receiving population administration document services at the Department of Population and Civil Registration of East Luwu Regency. This finding aligns with the research by (Susila & Suprpta, 2023), which concluded that Empathy significantly impacts public satisfaction in receiving services.

Joint Influence

The joint influence analyzed in this study is the combined effect of the variables X (Tangible, Reliability, Responsiveness, Assurance, Empathy) on the dependent variable of public satisfaction (Y).

Joint Influence of X on Y	R Square
Y. Public Satisfaction	0.982

Table 3 : Joint Influence

Based on Table 3, it is known that Tangible, Reliability, Responsiveness, Assurance, and Empathy collectively influence the model by 98.2%, while 1.8% is influenced by other factors not observed in this study.

Conclusion and Recommendations

Conclusion

Based on the research results that have been discussed and conducted previously, the author concludes that:

First, the five dimensions used to measure service quality at the Department of Population and Civil Registration of Luwu Timur Regency significantly influence public satisfaction in handling population administration documents. Based on the validity and reliability tests of the

PLS-SEM model, all tested variables meet the criteria for validity and reliability. The outer loading values for each indicator are above 0.7, and the Average Variance Extracted (AVE) values for each variable are also above 0.5, indicating that the model used has good convergent validity.

Second, from the SEM analysis results, it is known that out of the five independent variables (Tangible, Reliability, Responsiveness, Assurance, Empathy), four variables—Tangible, Responsiveness, Assurance, and Empathy—significantly influence public satisfaction in receiving population administration services at the Department of Population and Civil Registration of Luwu Timur Regency. This is evidenced by T-statistic values greater than the T-table and P-Value less than the Cut-off Value (0.05). However, the Reliability variable does not have a significant effect on public satisfaction, as indicated by its T-statistic value being smaller than the T-table and P-Value being greater than the Cut-off Value (0.05).

Third, overall, the variables Tangible, Reliability, Responsiveness, Assurance, and Empathy together influence public satisfaction in receiving population administration services at the Department of Population and Civil Registration of Luwu Timur Regency by 98.2 percent.

Recommendations

Based on the conclusions discussed, the author provides the following recommendations: Given that the Reliability variable does not significantly impact public satisfaction with population administration services, it is recommended to conduct further research on this variable. The Department of Population and Civil Registration of Luwu Timur Regency should re-evaluate the aspects of reliability in its services to improve its contribution to public satisfaction.

The Tangible, Responsiveness, Assurance, and Empathy variables have been proven to significantly affect public satisfaction. Therefore, it is important for the Department of Population and Civil Registration of Luwu Timur Regency to continue to maintain and even enhance the quality of these aspects.

Although these five variables account for a substantial portion (98.2%) of the factors influencing public satisfaction, it would be beneficial to explore other potential factors that may affect satisfaction but were not observed in this study.

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