



Public Service Mall: Integration Quality In Education Services

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Abstract

Background. The Public Service Mall (MPP) faces challenges, such as complex digital platforms and long service times, especially for people who are less tech-savvy.

Aims. This study aims to analyze the implementation of public services at the Majalengka District Education Office through the Public Service Mall (MPP), using Indra Bastian's public service theory, which focuses on six key indicators: accountability, transparency, efficiency, effectiveness, responsiveness, and public satisfaction.

Methods. This qualitative study employs interviews, observations, and documentation to collect data from various informants, including staff from the education office, school operators, teachers, and parents.

Result. The results show that the Education Office has made various efforts to improve service quality through digitalization and the integration of information systems, which have positively impacted the efficiency and transparency of licensing and school administration processes.

Conclusion. However, the study also identified challenges such as bureaucratic complexity in certain aspects of licensing and disparities in the equitable distribution of educational resources.

Implementation. Overall, the implementation of the MPP at the Education Department of Majalengka Regency has demonstrated progress in improving public services; however, ongoing improvements are still necessary to address existing barriers and ensure more inclusive and equitable services.

Keywords: Public Services, service quality, integration, public satisfaction, Public Service Mall (MPP).



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INTRODUCTION

Public services play a crucial role in fostering relationships between the government and the community. According to Indra Bastian, public services refer to the provision of services by the government in the form of goods, services, or administrative services, which are managed in accordance with applicable rules and regulations. Public services must be able to meet the community's needs based on the principles of transparency, accountability, efficiency, and effectiveness. In the modern context, public services are also increasingly reliant on technology to enhance the quality and efficiency of services. Therefore, the government is required to continue innovating and improving its service systems so that they can reach all levels of society in an inclusive manner and without discrimination. Improving the quality of public services also contributes to increasing public trust in the government, which ultimately supports the country's social and economic stability.

According to the legal basis for public services in Indonesia, as regulated in Law Number 25 of 2009 on Public Services, Article 1 Paragraph (1) states that public services are activities or a series of activities aimed at fulfilling service needs in accordance with laws and regulations for every citizen and resident regarding goods, services, and/or administrative services. This law emphasizes the importance of professionalism, transparency, and accountability in the provision of services. It grants the public the right to receive quality services and to lodge complaints if services do not meet standards.

One of the most fundamental and strategic forms of public service is education at the junior high school level. Education is a fundamental right of every citizen and plays a crucial role in shaping the quality of human resources. Educational services should be accessible to all, regardless of social, economic, or geographical background. However, in practice, educational services in Indonesia still face various challenges, such as disparities between urban and rural areas, limited facilities and infrastructure, and uneven quality of educators. Therefore, the government needs to innovate and improve the educational service system to ensure equitable and quality access to education for all citizens.

This study focuses on narrowing its scope to enable more targeted data collection and analysis. According to Indra Batian (2006, a focused discussion of the research makes it easier for researchers to obtain accurate and relevant conclusions. Therefore, an in-depth analysis of the challenges and opportunities in implementing public services, particularly in the Education Office through the MPP, is needed. This analysis aims to identify relevant and strategic

solutions that ensure the main objectives of the MPP can be achieved, namely to provide fast, easy, and transparent services to all levels of society. Considering that the MPP was only inaugurated in November and is regarded as an efficient platform for service delivery, this research will be conducted at the Majalengka Regency Education Office to gain a deeper understanding of educational services and the obstacles faced in implementing them there.

LITERATURE REVIEW

Public services in the field of education play a crucial role in ensuring fair, transparent, and quality access for the community. The integrity of educational services encompasses aspects of transparency, accountability, and effectiveness in the implementation of education, both in terms of administration and the learning process. Several studies show that the main challenges in educational services include complex bureaucracy, limited human resources, and a lack of technological innovation in service delivery.

According to Indra Bastian, public services are services provided by the government in the form of goods, services, or services managed in accordance with applicable rules and regulations. Public services must adhere to the principles of transparency, accountability, efficiency, and effectiveness to enhance public satisfaction. In the modern context, public services are increasingly dependent on technology to improve quality and efficiency. Therefore, the government must continue to innovate to provide better and more inclusive services to the entire community, without discrimination. The success of public services will increase public trust in the government and contribute to the country's social and economic stability.

Public services are also regulated in Law No. 25 of 2009, which emphasizes the importance of professionalism, transparency, and accountability in service delivery. This regulation aims to create a more effective and efficient service system while also preventing corruption, collusion, and nepotism within the government bureaucracy. Previous research relevant to this topic has been conducted by Ahmad Ramdoni, RM. Haryo Bharoto et al. (2015) entitled "The quality of birth certificate document services in realizing excellent service at the Population and Civil Registry Office of Indramayu Regency."

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The main obstacles identified in the above study include low employee motivation, inadequate supervision of public vehicles that are unfit for operation, and limited education for public transportation drivers. This has contributed to a decline in public interest in public transportation, with people opting for private vehicles, resulting in higher levels of traffic congestion.

As a solution, the Transportation Department is advised to enhance supervision and monitoring, increase the number of competent staff, and conduct more intensive outreach to drivers and the public to improve service effectiveness. If these efforts are consistently implemented, it is hoped that the quality of public transportation services in Cirebon will improve and regain public interest.

Integration, according to Ogburn and Nimkoff, occurs because of the bonds formed between members of society through social norms. These norms serve as the fundamental guidelines that govern individual behavior within the group. Integration can be said to be successful if the community feels that it can meet each other's needs, has a common

understanding of social rules, and the applicable norms are consistent and do not change frequently.

Public service integration is a concept that encompasses the unification and harmonization of various public services typically provided by different agencies or departments. The primary objective of public service integration is to enhance efficiency, accessibility, and the quality of services offered to the public. By integrating these services, the government can create a more cohesive system, reduce bureaucracy, and enhance public accessibility.

Education Services, according to the latest reports and policies from the Ministry of Education and Culture (2021–2023), must also be responsive to changes in the times, especially in the face of digitalization and the need for inclusive education. The approach used should not only prioritize academic achievement but also character development, 21st-century competencies, and active participation from the community and parents. In other words, education services must ensure quality, relevance, and sustainability in the teaching and learning process.

RESEARCH METHOD

This study uses a qualitative approach that aims to gain a deeper understanding of the phenomena occurring in the field. This approach is used because it is capable of describing realities that cannot be measured by numbers or statistics. One of the focuses of this research is the public services provided by the Public Service Mall (MPP) of Majalengka Regency, particularly in the field of education. The MPP serves as an innovation by the local government to facilitate public access to services from various agencies, including the Education Office. However, during its implementation, several challenges have been identified, including the complex permit process for research activities, internships, and vocational training programs. Applicants still have to go back and forth between the MPP and the Education Office, indicating that the service process is not yet fully efficient. Additionally, the length of time required to complete services is also an issue that affects public satisfaction. Despite this, the MPP was established to provide fast, easy, and efficient services.

To address the issues in this study, the author collected data through several methods, namely interviews, direct observation, literature review, and field visits. The informants in this study consisted of staff from the Education Office, school operators, teachers, and parents of students. Education Office staff were considered key informants because they are directly

involved in the implementation and management of integrated education services at the Public Service Mall. Meanwhile, school operators, teachers, and parents of students served as supporting informants, providing additional perspectives as both technical implementers and service recipients. All data obtained were analyzed using thematic analysis techniques to identify meaningful patterns and main themes from the collected information.

The focus of this study was deliberately narrowed to ensure that the data collection and analysis processes were more targeted. This aligns with Indra Bastian's view, who states that a clear focus will help researchers draw accurate conclusions. In this study, six main aspects are the focus, namely: accountability, transparency, efficiency, effectiveness, responsiveness, and public satisfaction. These six aspects are used as the basis for evaluating the quality of public services provided by MPP in the field of education.

DISCUSSION

Researchers attempt to compare the compatibility between the theory and the results of the author's research in the field, using methods such as interviews, observation, and documentation. Public Service Theory according to Indra Bastian (2006). According to the indicators, public service must adhere to the following principles: 1) Accountability, 2) Transparency, 3) Efficiency, 4) Effectiveness, 5) Responsiveness, and 6) Public Satisfaction. The author uses these indicators to analyze the alignment between theory and the results of field research.

The results of the analysis are as follows: **Accountability**. According to Mardiasmo (2022), accountability refers to the obligation of those entrusted with authority to provide transparency and responsibility for the success or failure of the organization's mission in achieving its established goals and objectives, through periodic accountability mechanisms.

Educational services at the Public Service Center (MPP) in Majalengka Regency encompass various administrative matters, including educational licensing, school data management, and educational assistance services, all aimed at providing ease of access, clarity of procedures, and transparency for the public. In its implementation, accountability is crucial to ensure that every service is provided in accordance with applicable regulations and can be held accountable. Based on research findings and interviews with key informants (staff) regarding accountability indicators, the Education Office has a precise accountability

mechanism to ensure that licensing services through the MPP are conducted in accordance with established standard operating procedures (SOPs) and are not overly complicated.

This mechanism includes intensive supervision to monitor and evaluate the licensing process, thereby ensuring compliance with applicable standards. In addition, an integrated information system has been developed to facilitate more effective and transparent monitoring and supervision of the licensing process. Furthermore, internal and external audits are conducted to ensure that all licensing processes are transparent, efficient, and free from unnecessary obstacles.

Interviews with supporting informants, as well as school administrative services such as BOS management and student data collection, have been running smoothly and are accountable. School operators consider the administrative system to be clear and in line with established standards. Teachers also assess that the policies implemented are running well, although there are still some challenges, such as the equitable distribution of the Guru Penggerak program and training for teachers in remote areas. Researchers can analyze that accountability in the implementation of public services through the MPP at the Majalengka District Education Office can be categorized as fairly effective, but still requires some improvements.

Transparency, according to Mahmudi (2016), is defined as an organization's openness in providing information related to the management of public resources to stakeholders. Transparency includes explanations of activities, programs, policies, and resources used. Educational services at the Public Service Center (MPP) in Majalengka Regency offer various conveniences for the public to access information related to educational administration, including the process of obtaining operational permits for schools, educational assistance information, and regional educational policies. In this context, transparency is a crucial principle that ensures all information related to these services can be easily accessed and clearly understood.

Based on the research results obtained from interviews with key informants (employees) regarding transparency indicators, the Education Agency has made various efforts to increase information disclosure regarding the process and time required to complete permits at the Public Service Mall (MPP). These efforts include developing a website that provides information about the permit service process, including the process and time required for completion. Additionally, the Education Office has established an information center to

provide the public with easy access to information related to licensing. Not only that, but socialization to the public has also been carried out to increase their understanding of the licensing service process at the MPP, so that it is hoped the public can process licenses more easily, transparently, and efficiently.

Interviews with supporting informants regarding education policies and regulations from the Education Office were considered easily accessible by schools and parents. School operators stated that information related to policies can be obtained quickly through digital platforms or direct communication. Parents also assessed that education policies, educational assistance, and budgets have been communicated in a sufficiently transparent and easily understandable manner. Researchers have analyzed the transparency in the implementation of public services through the MPP at the Education Department of Majalengka Regency, finding that it has been effectively implemented.

Efficiency, according to Alexander Square (2020), can be achieved in public services by properly training staff to understand customer needs, enabling them to resolve issues more quickly and efficiently. This saves time and resources that can be allocated to other areas of the business. The education services at the Public Service Mall (MPP) in Majalengka Regency are designed to facilitate educational administration, such as school operational permits and educational assistance services. In this case, the principle of efficiency is vital so that the community can receive services quickly, accurately, and without excessive bureaucracy. These efficiency improvement efforts aim to shorten service time, reduce administrative costs, and increase public satisfaction with public services.

Based on the research findings obtained from interviews with key informants (employees) regarding efficiency indicators, the Education Office has taken various steps to reduce the complicated bureaucracy in permit processing at the Public Service Mall (MPP). The efforts undertaken include the development of an online system that enables applicants to submit permit applications electronically, thereby streamlining the process and making it faster and more efficient. Additionally, the number of documents required for permit applications has been reduced, thereby alleviating applicants from excessive administrative burdens. Not only that, but the permit processing procedures have also been simplified and made more effective, making services more accessible and transparent.

Interviews with informants have helped support the digitization of school administration services, improving efficiency in data management and communication with the

Education Office. School operators appreciate the existing system and feel that this service has accelerated administrative processes. Teachers feel the impact of more systematic policies, although there are still challenges in implementing policies in the field, such as the uneven distribution of technical assistance. Researchers have analyzed the efficiency of implementing public services through the MPP at the Education Office of Majalengka Regency, finding it to be effective, although it has not yet been fully optimized.

Effectiveness, in the context of public service, refers to the degree of success in achieving predetermined objectives. According to Alexander Square (2020), good service quality can help improve operational efficiency and profitability, which are indicators of service effectiveness. The education services at the Public Service Mall (MPP) in Majalengka Regency aim to bring educational administrative services closer to the community, offering fast, easy, and measurable service standards. Effectiveness in these services is the primary focus to ensure that all educational procedures, from licensing to educational assistance services, can be carried out according to targets and provide real benefits to the community.

Based on the research findings from interviews with key informants (staff) regarding effectiveness indicators, the existence of the Public Service Mall (MPP) has had a positive impact on improving the efficiency of licensing services at the Education Office. With the MPP, applicants can submit license applications electronically, which not only simplifies the process but also saves time and costs. This more modern and integrated system enables services to be faster, more transparent, and more efficient, thereby making it easier for the public to handle licensing without having to deal with complicated bureaucracy.

Interviews with informants suggest that the Education policy is considered quite effective in improving the quality of education, particularly in terms of the equitable distribution of school facilities and the deployment of civil servant teachers. Teachers believe the policies implemented to have a positive impact on the learning system, but some schools still lack equitable access to facilities and infrastructure. Parents feel that the policies implemented have helped improve their children's learning, especially in terms of educational programs and school support. Researchers have analyzed the effectiveness of public service implementation through the MPP at the Majalengka District Education Office, finding it to be quite effective, although there is still room for improvement.

Responsiveness, according to Muchlisin Riadi (2022), is defined as the ability of an institution or organization to recognize community needs, set service agendas and priorities,

and develop new service programs in line with new demands and knowledge related to time, access, and communication. Educational services at the Public Service Mall (MPP) in Majalengka Regency aim to enhance service quality by strengthening their responsiveness to community needs. This responsiveness is realized by implementing an adaptive service system that is quick to respond to complaints and open to suggestions and input from the community, teachers, school operators, and parents. With a responsive system, it is hoped that every dynamic educational need can be identified and addressed effectively.

Based on research findings from interviews with key informants (staff) regarding responsiveness indicators, the Education Department has established effective mechanisms to address community complaints related to service challenges at the Public Service Mall (MPP). One initiative is the establishment of a complaint service center that provides facilities for the community to submit their complaints directly.

Interviews with informants supporting the Education Office showed that it was responsive to input and complaints from teachers and school operators. Teachers felt that the Education Office was open to criticism and suggestions, although its response to some technical issues still needed improvement. Parents also note that the Education Office responds pretty quickly to questions and complaints related to their children's education. Researchers have analyzed the responsiveness in the implementation of public services through the MPP at the Education Office of Majalengka Regency, categorizing it as effective, although it is not yet fully optimal.

Public Satisfaction, in the context of public services, reflects the public's perception of the quality of services received. According to Alexander Square (2020), good service quality can increase customer satisfaction, which in turn can enhance an organization's reputation and profitability. To improve public satisfaction, the educational services at the Public Service Mall (MPP) in Majalengka Regency prioritize providing fast, easy, and affordable administrative services. These services encompass various aspects, including educational licensing, school operational assistance, and educational information services, all aimed at delivering the best possible service experience for the public.

Based on research findings from interviews with key informants (staff) regarding public satisfaction indicators, the results of the public satisfaction survey indicate that most members of the public are satisfied with the licensing services at the Public Service Mall (MPP). They assess that the licensing process is now faster and easier compared to before.

However, some members of the community still believe that the licensing process is too complicated and time-consuming. This suggests that although there has been an improvement in services, further enhancements are still necessary to ensure that the entire community can benefit from a more efficient and effective licensing system.

Interviews with informants, including teachers, school operators, and parents of students, revealed that they were generally satisfied with the services provided. Parents of students assessed that educational administrative services were fast and straightforward. Teachers also expressed satisfaction with existing policies, but they hoped for improvements in training and the distribution of learning support facilities.

Researchers found that public satisfaction with the implementation of public services through the MPP at the Majalengka District Education Office is relatively good, but it is not yet fully equitable.

Services in education at the public service mall (MPP). Public services through the Public Service Mall (MPP) at the Majalengka District Education Office have been running quite effectively overall. The Education Office has implemented clear accountability through integrated accountability mechanisms, including routine supervision and the use of a transparent information system. Transparency efforts have also been implemented by providing easily accessible information through digital platforms and information centers related to licensing processes and education policies. In terms of efficiency, the Education Office has successfully simplified educational administrative procedures and introduced an online system that accelerates the licensing process. Service effectiveness has also improved with the implementation of a more modern system, enabling the public to access services more quickly and reducing complex bureaucracy. Responsiveness to public complaints is also quite good, with a complaint center that facilitates easy access for the public to provide feedback or raise issues related to services. Public satisfaction with the services provided is quite high, as evidenced by positive evaluations from the public, teachers, school operators, and parents who are satisfied with the ease of administrative procedures and the educational policies implemented.

Challenges in Education Services at Public Service Malls (MPPs). Nevertheless, several challenges still need to be addressed. First, although accountability and transparency have been well implemented, the equitable distribution of programs such as Guru Penggerak (Teacher Activators) and training for teachers in remote areas remains a major challenge.

Second, some members of the community still believe that the licensing process is not yet fully efficient and that there are still documents considered excessive or procedures that are too complicated. Third, although the response to public complaints has been quite good, some technical issues in the field take longer to resolve, thereby slowing down the resolution of problems. Fourth, there is an imbalance in the distribution of educational facilities and infrastructure, which is not yet evenly distributed across all schools, resulting in some schools, especially in remote areas, still lacking adequate facilities. Fifth, the implementation of digitalization systems in some regions still faces challenges due to limited access to technology, preventing full utilization by all parties. Therefore, efforts to improve the distribution of services and facilities, as well as enhancements to digitalization systems, must be prioritized to ensure that all segments of society benefit from these public services.

Efforts to overcome obstacles: Several strategic initiatives are necessary to enhance the alignment between public service theory and implementation at the Majalengka Regency Public Service Center (MPP). In terms of accountability, auditing, employee training, and reward and punishment systems must be strengthened. Digital platform development, information center optimization, and active social media engagement are key to transparency. Application-based services, document simplification, and employee capacity building can improve efficiency. Developing services based on local needs, inter-agency collaboration, and routine monitoring enhances service efficiency. By improving the complaint system, involving the community, and forming a rapid response team, responsiveness is enhanced. Conversely, to improve community satisfaction, regular surveys, facility improvements, and equitable teacher training programs must be implemented. With these efforts, it is hoped that the quality of education at MPP Majalengka will improve.

CONCLUSION

Based on Indra Bastian's research and theory on the six indicators of public service: accountability, transparency, efficiency, effectiveness, responsiveness, and public satisfaction, public education services through the MPP in Majalengka Regency are functioning quite well. This is evident in a more transparent and accountable service system, characterized by simpler procedures, online services that streamline processes, and the presence of a complaint center to address public grievances. However, there are still some challenges, such as bureaucratic inefficiencies that have not yet been fully addressed, unequal access to technology, uneven

distribution of educational infrastructure, and teacher training programs that are not yet optimal. Therefore, continuous improvements are needed through enhancing human resource quality, optimizing digital systems, and ensuring equitable distribution of educational services so that all citizens can experience truly good and equitable public services.

Suggestion

Researchers suggest that the Education Office and MPP continue to improve services, for example, by improving the quality of human resources, expanding access to technology, equalizing school facilities, and increasing teacher training, especially in remote areas. The licensing process also needs to be simplified so that it is easier for the community to apply for it. With continuous improvement, it is hoped that all communities can enjoy better, fairer, and more equitable education services.

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