

Analysis Of The Quality Of Service Driving License (SIM) C To Reduce The Number Of Traffic Violations At Polrestabes Satlantas Office Semarang City

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Abstract

Quality public services according to Triguno (1997:78) are related to attitudes and ways of serving customers satisfactorily, which means serving at any time, quickly, being polite, friendly and helpful, as well as professional and capable. There are various public complaints submitted through the mass media as evidence that the implementation of services to the community cannot be carried out optimally, giving rise to a bad image of government officials. This study aims to find out how the quality of service provided by the Semarang City Police SATLANTAS Office to the public when applying for a Driving License (SIM) C is based on the use of theory from Parasuraman et al. (1988) which includes: Physical Evidence (Tengibles), Reliability (Reliability), Responsiveness (Responsiveness), Guarantee (Assurance), and Empathy (Empathy). The results of the research that has been carried out indicate that the three dimensions of service quality, namely those related to Physical Evidence (Tengibles), Reliability, Responsiveness, are considered by the community to be not optimal when they are obtaining SIM C at the Semarang City Police SATLANTAS Office. While the other two dimensions, namely Assurance and Empathy, are considered by the community to be optimal. This condition resulted in many violations committed by two-wheeled riders, which reached 75% and according to data from the Semarang Traffic Police Traffic Unit in 2020, there were 51,858 motorists who did not carry SIM C when driving on the roads in the city of Semarang.

Keywords Five Dimensions, Service Quality, Traffic Unit

INTRODUCTION

Today's public service for a government is one of the most important main tasks besides administrative and development tasks. A similar opinion was expressed by Kaufman (in: Thoha, 1998: 10) who stated that: The government's task is to serve and regulate society, where service tasks place more emphasis on efforts to prioritize the public interest, simplify public affairs, shorten the process of implementing public affairs and provide public satisfaction, while the task of regulating places more emphasis on the power or power inherent in bureaucratic positions. The public has different expectations of the services they receive. In general, they expect to get good service, easy, cheap, simple, fast, smooth, and not complicated.

In reality, The government in the State of Indonesia has provided public services where the implementation of services is influenced by the organizational culture that develops and is rooted in the organization. The culture of public organizations in Indonesia is of the caring type, that is, it has very low concern for task performance, but has very high concern for human relations. (Ratminto and Atik SW, 2005:119).

Public services are inseparable from the ugliness of the bureaucratic system. Attachment to procedures, regulations and leadership makes services look very bureaucratic



and impartial to the public. The public has already given a bad assessment of the bureaucracy in services, namely everything that is slow, slow, convoluted procedures, all formalities, complex, complicated, (red tape), rigid, long-winded and corrupt.

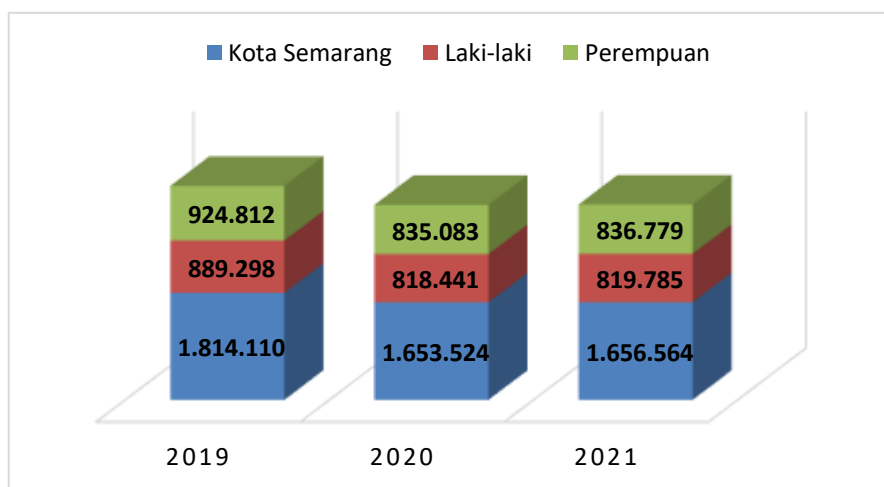
The public considers the services of the private sector or companies to be better than those of the public sector. However, not all services can be handled by the private sector. Services that concern the interests, security, defense and livelihood of the people at large must still be handled by the state and cannot be delegated to other organizations. So, public services in Indonesia are urgent or important, monopolistic and regulated by laws and regulations.

There are various public complaints submitted through the mass media as evidence that the implementation of services to the community cannot be carried out optimally, giving rise to a bad image of government officials. Given that the main function of the government is to serve the community, the government needs to continue to strive to improve the quality of public services.

The provision of quality services is a manifestation of the obligations of the state apparatus as public servants. Quality public services according to Triguno (1997:78) are related to attitudes and ways of serving customers satisfactorily, which means serving at any time, quickly and satisfactorily, being polite, friendly and helpful, as well as being professional and capable.

One of the public services is the service of making a driving license (SIM). A driver's license is a device that must be owned by motorized vehicle drivers according to the type of motorized vehicle being driven. Meanwhile, the institution authorized to issue SIMs is the Indonesian National Police. As is the case with the current conditions in the city of Semarang, where the large population is always followed by the number of motorized vehicle ownership. We can see this in the following graphic image. Where the number of productive age population required to have a new SIM C also always increases every year in the city of Semarang.

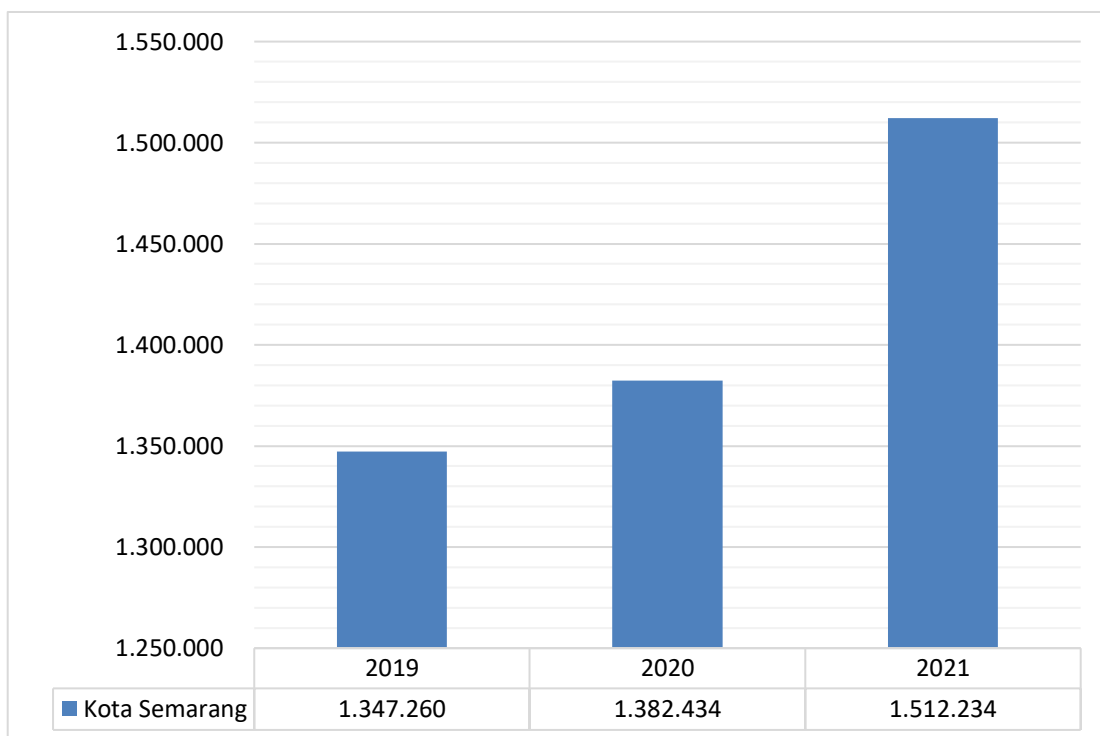
Figure 1.1
Total Population of Semarang City Based on Gender



Source: Semarang City BPS (data processed), 2022

Based on data obtained from the Semarang City BPS, it shows that there has been an increase in the population in 2021 compared to the previous year in 2020. It is known that in Semarang City in 2021 there will be an increase in population of 3,040 people, whose absolute number has increased to 1,656,564 souls, with the most sex indicated by women (836,779) and men totaling 819,785 souls. With the increase in population, this was also followed by an increase in the number of motorized vehicle ownership, especially two-wheeled vehicles, which are widely used in their daily activities by residents in the city of Semarang today.

Figure 1.2
Number of Motorcycle Ownership In the city of Semarang

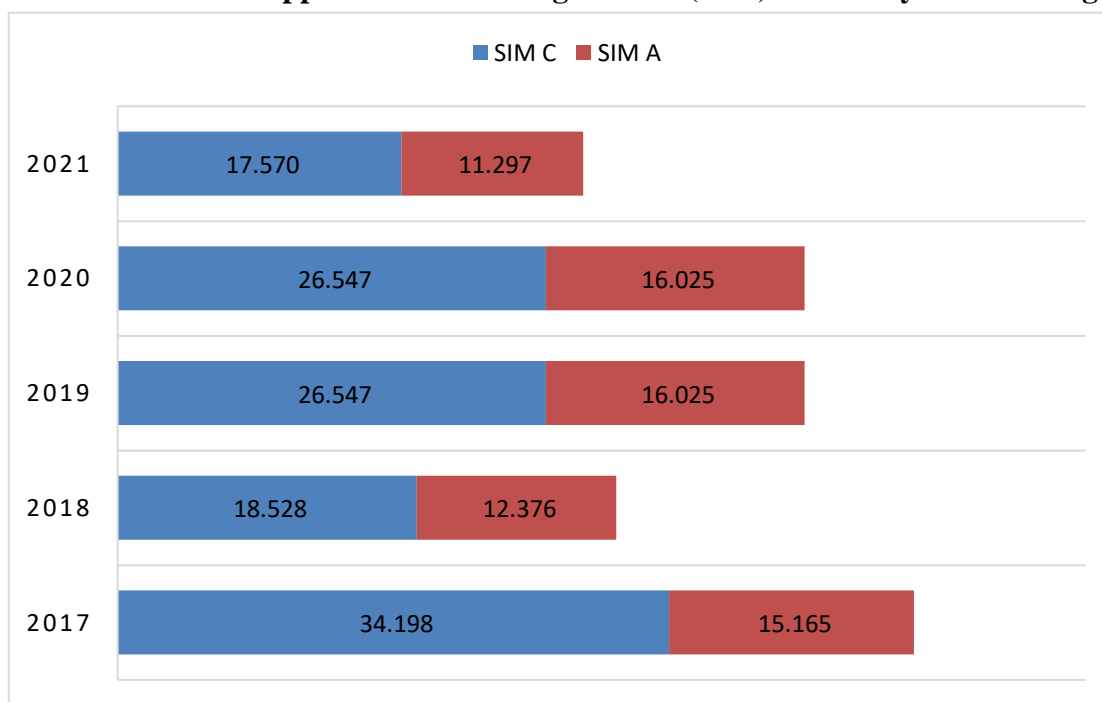


Source: Semarang City BPS, 2022.

Based on Figure 1.2 above, it can be seen that in 2021 there will be an increase in the number of two-wheeled motorized vehicle ownership in the City of Semarang. The increase in the number of two-wheeled motorized vehicles in 2021 reached 1,512,234 units of vehicles, indicating an increase of 129,800 units of two-wheeled motorized vehicles from the previous year in the Semarang City area. This is what makes the number of SIM C applicants compared to SIM A at the Semarang City Police SATLANTAS Office today.



Figure 1.3
Number of Applicants for Driving License (SIM) In the city of Semarang



Source: Semarang Traffic Police, 2022

Based on data obtained from the Semarang City Polrestabes Traffic Unit Office, it can be seen that the number of SIM C applicants over a five-year period (2017-2021) is the largest compared to SIM A applicants in Semarang City. Where in 2021 there were 17,570 SIM C applicants and 11,297 SIM A applicants. This is not surprising, because many traffic violations are committed by two-wheeled users with a percentage rate of 75%, and according to data from the Semarang Traffic Police Traffic Unit, there are 51,858 drivers who do not carry a SIM when driving in traffic. Semarang city highway. This condition is what made the researcher interested in conducting a study to find out how the quality of service provided by the Semarang City Police Traffic Unit Office to the public when applying for a Driving License (SIM) C based on the theory from Parasuraman et al. (1988) which includes: Physical Evidence (Tengibles), Reliability (Reliability), Responsiveness (Responsivness), Guarantee (Assurance), and Empathy (Empaty). This research is included in the realm of concentration, namely in the field of Public Management.

LITERATURE REVIEWS

Public Management

Public management is an interdisciplinary study of generic aspects of organization. It is a blend of the planning, organizing, and controlling functions of management with the management of human, financial, physical, information and political resources. (Overman, 1984: 1). Fundamentally, it can be interpreted that public management is interdisciplinary research on generic organizational aspects. It is a combination of planning, organizing, and

controlling management functions with the management of human resources, financial, physical information, and political resources.

In this case it can be concluded that public management is a complex performance of actors, namely the government and all its employees to serve the public as well as possible and the public feels that all their wishes are fulfilled by means of performance or arrangements from within the public organization itself. The arrangement is not purely to achieve organizational profit but rather to serve consumers in the form of the community so that it must pay attention to the management of all aspects that support organizational performance.

In a book written by Mc Kevitt, David and Lawton, Alan entitled *Public Sector Management: Theory, Critique, and Practice* (1994, 57) says that Management in the public is therefore a process, subject to challenge and debate. The model of management in the public domain has to accept and meet the requirements of public accountability. Management in society is a process, therefore it is a subject to challenge and debate. Management models in the public domain must accept and meet the requirements of public accountability.

This kind of role is very visible in the government and every policy-making actor and regulator of every social problem and arrangement. For the above understanding it is quite clear to explain how the form of focus and locus of public management, the focus of public management is a strategy created to solve problems that exist in the external and internal environment of the organization. It is also said that management does not only occur in the context of government, so it can also be said that any organization that manages and serves the public is a public organization and must use the concept of public service or public management.

Service quality

The definition of service or service quality is centered on efforts to fulfill the needs and desires of customers and the provision of their delivery to balance customer expectations. According to Lewis & Booms (in Tjiptono, 2012: 157) defines service quality simply, namely a measure of how well the level of service provided is able to match customer expectations. This means that the quality of service is determined by the ability of a particular company or institution to meet the needs in accordance with what is expected or desired based on the needs of customers/visitors.

In other words, the main factors that influence service quality are the service expected by customers/visitors and the public's perception of that service. The value of service quality depends on the ability of the company and its staff to consistently meet customer expectations.

Service quality provides an impetus to customers or in this case visitors to establish strong ties with institutions or agencies providing services. This good relationship bond will enable service providers to understand carefully the expectations of customers/visitors and their needs. Thus, service providers can increase visitor satisfaction by maximizing a pleasant visitor experience and minimizing an unpleasant visitor experience. If the service



received or perceived is in accordance with customer expectations, then the quality received or perceived is in accordance with customer expectations, then service quality is perceived as ideal quality.

Service Quality Dimensions

Based on the definitions above, it can be concluded that service quality is the level of service excellence that can fulfill the desires of consumers/customers provided by an organization. In order for services to have quality and provide satisfaction to customers, companies must pay attention to various dimensions that can create and improve service quality. The concept of service quality is an assessment factor that reflects consumer perceptions of five specific dimensions of service performance. There are five dimensions of service quality according to Parassuraman (1988) that need to be considered by organizations/institutions that carry out and provide services to the public, including:

1) Tangibles

Tangibles is clear evidence of the care and attention given by service providers to consumers. The importance of this tangible dimension will foster the image of service providers, especially for new consumers in evaluating service quality. Companies that do not pay attention to their physical facilities will create confusion or even damage the company's image.

So what is meant by the tangible dimension is a physical environment where services are delivered and where companies and consumers interact and tangible components will facilitate the communication of these services. The components of the tangible dimension include physical appearance such as buildings, front-office rooms, parking lots, cleanliness, tidiness, room comfort, and employee appearances.

2) Reliability

reliability or reliability is the company's ability to carry out services in accordance with what has been promised in a timely manner. The importance of this dimension is that customer satisfaction would decrease if the services provided are not as promised. So the component or element of the dimension of reliability is the company's ability to deliver services correctly and charge costs correctly.

3) Responsiveness

Responsiveness or responsiveness is the company's ability that is carried out directly by employees to provide services quickly and responsively. Responsiveness can foster positive perceptions of the quality of services provided. This includes if there is a failure or delay in the delivery of services, the service provider tries to repair or minimize consumer losses immediately.

This dimension emphasizes the attention and speed of employees involved in responding to consumer requests, questions, and complaints. So the components or elements of this dimension consist of the alertness of employees in serving customers, the speed of employees in serving customers, and handling customer complaints.

4) Assurance

Assurance or assurance is the knowledge and behavior of employees to build trust and confidence in consumers in consuming the services offered. This dimension is very important because it involves the consumer's perception of the high risk of uncertainty about the ability of the service provider.

The company builds consumer trust and loyalty through employees who are directly involved in dealing with consumers. So the components of this dimension consist of employee competencies which include skills, knowledge possessed by employees to perform services and company credibility which includes matters related to consumer trust in companies such as company reputation, achievements and others. In addition, company members must be friendly by greeting customers who come. In this case the behavior of employees must make consumers calm and feel the company can guarantee the services that customers need.

5) Empathy

Empathy is the company's ability that is carried out directly by employees to give attention to individual consumers, including sensitivity to consumer needs. So the components of this dimension are a combination of access, namely the ease of utilizing the services offered by the company, communication is the ability to convey information to consumers or obtain input from consumers and understanding is an effort to know and understand consumer needs and desires.

To create an attitude of empathy, every member of the company should be able to manage time so that they can be easily contacted, either by telephone or in person. Try to ring the phone a maximum of three times immediately answered. Remember, the time a customer has is so limited that it's impossible to wait too long. Also try to do individual communication so that the relationship with customers is more intimate. Company members must also understand customers, meaning that customers are sometimes like children who want everything, or customers are sometimes like parents who have many complaints.

RESEARCH METHOD

This study uses a qualitative research method, where this method is a research method that is opposite to the experimental method, this research method is used to examine the conditions of natural objects and the researcher has the task and function as a key instrument in exploring a main problem that will be revealed in a research object to be carried out. In this regard, the focus of this study is: To analyze and describe the quality of services provided by the Semarang City Police Traffic Unit Office in serving the public who will apply for a Driving License (SIM) C to reduce the number of traffic violations committed a lot happening on the highways of the City of Semarang at this time. The main data analysis technique used is qualitative data analysis, where qualitative data is data from a study that focuses on discussing and explaining the results of a symptom or case which can only be described by presentation using information, explanations and theoretical discussion. By testing using data source triangulation techniques. Triangulation of data sources according to



Denzin (1997) is a triangulation technique that compares and checks back the degree of trust in information obtained through different sources in a qualitative method through data sources, facts, and interviews with informants who were successfully encountered when researchers were in the field or locus. study.

RESULTS AND DISCUSSION

According to Parasuraman, Zeithaml and Berry (1988) state that there are five gaps (Gap) in the service process, namely: 1. Gap between consumer expectations and management opinion 2. Gap between management opinion about consumer expectations and service quality specifications 3. Gap between quality specifications services and service delivery 4. Gap between actual service delivery and external communication to consumers who use services. 5. Gap between expected service and actual service received.

Handling these five gaps that occur, Parasuraman, Berry, and Zeithaml (1988), states that there are five characteristics that are used to evaluate service quality, namely: 1. Tangibles 2. Reability (reliability). 3. Responsiveness, 4. Assurance, 5. Empathy. Where these five dimensions will be used to conduct research, whose focus is community service in updating or making SIM C at the Semarang City Police Traffic Unit Office.

Tangibles

Parasuraman et al (1988) stated that service quality related to tangibles (direct evidence) can be seen from several indicators in the form of office physical facilities, equipment, cleanliness and means of communication, waiting rooms, information areas.

Figure 4.1
The New Building of the Administrative Organizing Unit SIM (SATPAS)
Semarang City



Source: Research Documents, 2022.

If the theory presented by Parasaruman et al. (1988) with the results of the research that has been carried out, it can be a clear picture that the quality of service is related to physical evidence or tangibles that are seen and felt by the public when applying for a C SIM at the Semarang City Police Traffic Unit Office. precisely in the current old city area, they consider that the condition of the renovated building, waiting room, equipment layout, appearance of officers, and infrastructure used to carry out services are good enough and make them comfortable when in the Satlantas Office environment Semarang City Police.

Figure 4.2

The condition of the parking area is still Located on the roadside at the Semarang City SATPAS Office.



Source: Research Documents, 2022.

The assessment was different when they were asked to provide an assessment related to the parking area for both two-wheeled motorcycles and four-wheeled cars outside the Semarang City Police Traffic Unit environment. This is because the condition of the parking area that is being held at this time does not seem to be taken seriously so that it is far from the comfortable feeling felt by the community when applying for a SIM C at the Semarang City Police Traffic Unit Office at this time. Where for two-wheeled vehicles it is far from feasible because it is only parked on the side of the road, so the motorbikes of people seeking SIM C overheat because there is no shade covering their motorbikes when they are in the building. And also, frequent flooding when the rainy season arrives in front of the Office.

Reliability

In theory Parasuraman et al. (1988) states what is meant by Reability (reliability), namely the ability and reliability to provide reliable services (promised services immediately and satisfactorily).



The indicator dimensions presented by Parasuraman et al. (1988) regarding the reliability of officers in serving the community if we look at it as a whole with the results of research on the services provided by police officers to the community when obtaining a SIM C at the Semarang City Police Traffic Unit Office for the reliability factor that was not optimal. Where this is indicated by the accuracy and speed of time given by officers when serving the community is still long, so people who are making SIM C at the Satantas Polrestabes Office in Semarang City have to wait and queue for quite a long time.

The description of the interviews that have been conducted can also be a real picture for the Semarang City Police Traffic Unit that the community actually does not need new building conditions in carrying out SIM C services in the City of Semarang, but what they need more now is fast completion and timeliness when they are currently taking care of SIM C at the Semarang City Police Traffic Unit Office. It would be better if the conditions of the building were mediocre but fast and precise in completing the service for making SIM C at the Semarang City Police Traffic Unit Office at this time. As can be seen in Figure 4.3 below, the number of people who are in the Waiting Room for the SIM C practice test at the Semarang City SATPAS Office.

Figure 4.3
The Number of Communities Residing in The Waiting Room for the Practice Examination of the Semarang City SATPAS Office



Source: Research Documents, 2022.

However, for clarity of information related to the procedures for managing SIM C delivered by officers to the public who are managing SIM C at the Semarang City Police Satlantas Office, all informants gave answers that the officers were clear enough in providing

this information with the assistance of information boards or pictures affixed on the wall so that it makes the community fluent in managing or making SIM C at the Semarang City Police Traffic Unit Office at this time.

Figure 4.4
Standard Operating Procedure SIM Issuance Mechanism At the Semarang City SATPAS Office



Source: Research Documents, 2022.

The second dimension presented by Parasuraman et al. (1988) this did not go well at the Semarang City Polrestabes office, where this was due to the fact that some people still stated that the service provided by the officers was still long enough to cause many queues at the existing counters. So, it can be said that this second dimension is not in accordance with the opinion of Parasuraman et al. (1988) because the reliability of the officers is currently not optimal.

Responsiveness

The third discussion presented by Parasuraman et al. (1988) that can affect the quality of service is Responsiveness, namely the desire of the staff to help the community and provide fast and precise service, as well as responsiveness to consumer desires.

The third discussion presented by Parasuraman et al. (1988) this is Responsiveness, where the results of the research obtained using this theory are that it can be seen that overall, the services provided by police officers to people who carry out SIM C at the Semarang City Police Traffic Unit Office for responsiveness factor) is not optimal.



Figure 4.4 Areas Used for the SIM C Practice Exam at the Semarang City SATPAS Office



Source: Research Documents, 2022.

The third dimension of service quality presented by Parasuraman et al. (1988) namely Responsiveness in practice at the Semarang City Polrestabes Office is not in accordance with what should be done according to this theory. This was based on the presence of several informants who assessed that it was related to the factor of officers in providing services, the smoothness of communication factors, and the factor of providing solutions to complaints to help themselves when they encountered obstacles at the Semarang City Police Station office when they (the community) renewed or made SIM C. new, the informant saw that it was still quite long and the process of managing it was long. So that not all of the solutions provided by officers to the community can be carried out when applying for SIM C at the Semarang City Police Office.

Assurance

The fourth discussion presented by Parasuraman et al. (1988) regarding the dimensions of service quality is Assurance (guarantee), including the ability, friendliness, courtesy, and trustworthiness of staff, free from danger, risk, or doubt.

The service quality theory presented by Parasuraman et al. (1988) with the results of research conducted by researchers, it can be seen that overall, the services provided by police officers to the community when they apply for SIM C at the Traffic Police Office of Semarang City for the assurance factor provided by officers to the community, the results are pretty good.

Figure 4.5
Administrative Completeness Requirements Making a SIM at the Semarang City SATPAS Office



Source: Research Documents, 2022

This is based on several indicators of service quality that are seen by the public such as the friendliness of the officers, the ability of the officers to provide services, and the factor of the officers' responsibilities when they are arranging for an extension or making a new SIM C at the Semarang City Police Traffic Office. Officers always give S3 (Smiles, Greetings, Greetings) to the public when obtaining a SIM C at the Semarang City Police Traffic Unit Office. There is no conflict between the theories presented by Parasuraman et al. (1988) with practice in the field so that no problems arise at the Semarang City Police Traffic Unit Office at this time.

Empathy

The fifth discussion of the dimensions of service quality presented by Parasuraman et al. (1988) is Empathy, which includes a firm but attentive attitude towards consumers, making it easier to carry out good communication relationships and understand the needs of customers.

The dimensions of service quality indicators presented by Parasuraman et al. (1988) in practice in the Semarang City Police Traffic Unit Office as a whole, the services provided by police officers to people who apply for SIM C for the empathy factor are quite good. This is because the empathy shown by the officers is still within reasonable limits, so it does not interfere with the service process. Excessive empathy shown by officers when providing services can disrupt the service process for updating or making SIM C at the Polrestabes Office in Semarang City.



Figure 4.6
Lactation Room for Breastfeeding Mothers Provided by the Semarang City SATPAS Office



Source: Research Documents, 2022

Like part of the Empathy dimension presented by Parasuraman et al. (1988) is personal attention. The personal attention shown by officers when serving the community at the Satlantas Polresatbes Semarang City Office was quite good. This is shown by the absence of more attention to a person or individual, be it an official, or an official's child who is taking care of extending or making a new SIM C. All officers are treated the same, both those with ranks and those without ranks like ordinary people. The absence of class distinctions in the service sector makes the public feel safe and comfortable when making or taking care of extending a SIM C at the Semarang City Police Traffic Unit because the office's operational hours have been set. and whoever arrives earlier will be served first according to the queue number they get. This allows the public to freely choose their service time, up to the closing time for the Semarang City Police Traffic Unit Office.

CONCLUSION AND RECOMMENDATIONS

The quality of service provided by the Semarang City Police Traffic Unit Officers to the community as a whole is not optimal. This is because there are still several factors that are complained by the community. Where the results can be seen below:

- a. Physical Evidence (Tangibles): for the parking area, due to the condition of the parking area that is currently being held it seems that it has not been handled seriously so that it is far from the comfort felt by the community when applying for a SIM C at the Semarang City Police Traffic Office. the inconvenience felt is that people will feel hot during the dry season and flooded when the rainy season comes.
- b. Reliability: overall the services provided by police officers to the public who apply for a SIM C at the Semarang City Police Traffic Unit for the reliability factor are not

optimal. Where this is indicated by the accuracy and speed of time given by officers when serving the community is still long, so people who are making SIM C at the Satantas Polrestabas Office in Semarang City have to wait and queue for quite a long time.

- c. Responsiveness: overall the service provided by police officers to the public when obtaining a SIM C at the Semarang City Police Traffic Unit Office for responsiveness factor is not optimal. Where is the responsiveness of the officer which includes the factor of the officer in providing services, the smoothness of communication factor, and the factor of providing solutions to complaints that have not been able to help them when they encounter various problems in making SIM C at the Semarang City Police Traffic Office. Because not all of the solutions provided by officers to the community can be carried out when applying for SIM C at the Semarang City Police Office.
- d. Assurance includes the ability, friendliness, courtesy and reliability of police staff or officers in providing services; according to the informants the results are quite good. Officers always give S3 (Smiles, Greetings, Greetings) to the public when obtaining a SIM C at the Semarang City Police Traffic Unit Office.
- e. Empathy which includes a firm but attentive attitude towards consumers, making it easier to carry out good communication relationships and understand the needs of its customers. Overall, the services provided by police officers to people who apply for SIM C for the empathy factor have been quite good. because there is no more attention to a person or group who is taking care of SIM C at the Semarang City Police Office.

Efforts to improve what needs to be done for various conditions resulting from the Analysis of Driving Permit Services (SIM) C at the Traffic Police Office of the Semarang City Police, include:

1. It is necessary to build a parking area for two or four wheels, so that people feel comfortable and safe when they leave their vehicles in the parking area. Because the current condition of the parking area is not conducive enough to the current weather. Motorcycles or cars will overheat when the dry season arrives, and floods when the rainy season comes. So repairs are not only in the building but also in the area outside the building.
2. HR development needs to be improved again so that the quality of services provided by current officers is better and can be completed on time.
3. Counseling can be carried out among teenagers today, this is because the most users for two-wheeled wheels are teenagers, and high school level students.
4. Raising fines for both two-wheeled and four-wheeled vehicles should always be carried out periodically in order to provide a sense of deterrent to people who are caught red-handed when they do not carry a driver's license while driving on the highway.
5. Service improvements must be carried out continuously and continuously so that people are more comfortable and safe in making or managing SIM C at the Semarang City Police Traffic Unit Office.
6. All suggestions or recommendations above need to be optimized so that the level of compliance with the policies set by the government is high. Where this is reflected in the



minimal or reduced traffic violations, especially the completeness of their documents, both SIM and STNK when driving on the highway.

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