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Jurnal Pengabdian kepada Masyarakat
<https://journal.unnes.ac.id/journals/abdimas/>

The Effect of Service Quality of Motor Vehicle Testing UPT on Public Satisfaction of “KIR” Test Users at the Indramayu Regency Transportation Service

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Abstract

This study aims to analyze the influence of service quality at the Motor Vehicle Inspection (KIR) Technical Implementation Unit (UPT) on the level of public satisfaction among service users at the Indramayu Regency Transportation Agency. The research background stems from the Transportation Agency's strategic role as a public agency providing essential services to ensure the safety and roadworthiness of motor vehicles on the highway. However, various public complaints indicate shortcomings in terms of service speed, officer accuracy, and the availability of infrastructure. The approach used was a quantitative descriptive explanatory survey method, involving 40 respondents from the public who used the KIR inspection service. Data were obtained through questionnaires, observation, and documentation. Data were then analyzed using validity, reliability, correlation, coefficient of determination, and t-tests to determine the significance of the relationships between variables. The results indicate that service quality has a positive and significant influence on public satisfaction. Service dimensions, including reliability, responsiveness, assurance, empathy, and tangibles, significantly contribute to increased public satisfaction. The correlation analysis revealed a strong relationship between service quality and satisfaction, while the coefficient of determination indicates that the majority of the variation in public satisfaction is explained by the service quality variable. These findings indicate that improving the quality of public transportation services depends not only on the availability of physical facilities, but also on the professionalism of the apparatus and the speed of response to public needs. Improved services at the Technical Implementation Unit (UPT KIR) are expected to encourage the realization of a safe, orderly, and satisfactory regional transportation system for the public.

Keywords: service quality, public satisfaction, KIR test, public service, Indramayu Transportation Agency

INTRODUCTION

Public service is one of the primary functions of government, fulfilling public needs and supporting the creation of general welfare. In the context of regional governance, public service plays a strategic role because it reflects the performance of the bureaucracy in the eyes of the public. Good service quality will increase public trust in the government, while poor service can lead to dissatisfaction and undermine the legitimacy of public institutions. Therefore, improving the quality of public service is a top priority in the bureaucratic reform agenda in Indonesia.

The Indramayu Regency Transportation Agency is one of the regional government agencies responsible for providing public services in the transportation sector, one of which is through motor vehicle inspections (KIR) carried out by the Motor Vehicle Testing Technical Implementation Unit (UPT). The UPT KIR ensures the technical feasibility of motor vehicles to ensure their safety and roadworthiness. Therefore, this service is not solely oriented towards administrative interests but also plays a direct role in maintaining public safety in the land transportation sector.

In line with the increasing number of motorized vehicles in Indramayu Regency each year, the UPT KIR's workload is also increasing. This situation demands that implementing officials be able to provide services that are fast, accurate, transparent, and user-friendly. However, in reality, many public complaints remain regarding the UPT KIR service, including perceived slow processes, lack of clear information, limited infrastructure, and perceived lack of communication among officers. This

indicates a persistent gap between public expectations and the actual service received.

These issues underscore the importance of improving the quality of public services, particularly in the dimensions proposed by Parasuraman, Zeithaml, and Berry (1988) in the SERVQUAL model, which encompasses five indicators: tangibles, reliability, responsiveness, assurance, and empathy. These five dimensions serve as the primary benchmarks for assessing the quality of public services provided by government institutions, including motor vehicle inspection services.

Public satisfaction as service users is the end result of the service process. According to Kotler and Keller (2016), public satisfaction arises when the service performance meets or exceeds expectations. If service performance falls below expectations, the public will be dissatisfied. Therefore, public satisfaction is a crucial indicator in assessing the success of public service delivery in the government sector.

Public satisfaction in the context of the Vehicle Inspection (KIR) Technical Implementation Unit (UPT) can be measured by the extent to which the public perceives the service as prompt, accurate, transparent, and provides a sense of security and comfort. In public services, public satisfaction also reflects perceptions of the professionalism of officials, the effectiveness of work systems, and the institution's ability to efficiently respond to public needs. Therefore, research into the influence of service quality on public satisfaction is relevant, particularly in the land transportation sector, which directly impacts public safety.

Field observations indicate that some users of vehicle inspection (KIR) services in Indramayu Regency are satisfied with the service provided, but others still complain about several aspects, such as inaccurate service schedules, long queues, and limited waiting room facilities. Furthermore, vehicle inspections often experience delays due to technical and administrative constraints. These factors indicate that service quality needs to be continuously evaluated and improved to meet government-set public service standards.

In the context of public administration, service quality depends not only on individual personnel but also on the organizational system, availability of facilities, work procedures, and prevailing work culture. According to Tjiptono (2017), the quality of public services must be measured through a comprehensive approach, encompassing input (human resources and facilities), process (service mechanisms), and output (service outcomes perceived by the public). Therefore, improving service quality requires comprehensive improvements, including policy, management, and staff behavior.

From the above description, it can be seen that the quality of UPT KIR services is closely related to public satisfaction. The better the service provided, the higher the public's satisfaction with government agencies. Conversely, if the service received is not satisfactory, If expectations are not met, public trust and satisfaction will decline. This can negatively impact the image and performance of the Transportation Agency as a public service provider.

Based on this background, this study seeks to analyze the influence of service quality on public satisfaction among users of vehicle inspection services at the Motor Vehicle Inspection Unit (UPT) of the Indramayu Regency Transportation Agency. This research focuses on measuring the extent to which service quality dimensions contribute to public satisfaction, as well as the dominant factors influencing it.

The research questions are as follows:

1. What is the description of the service quality of the Motor Vehicle Inspection Unit (UPT) of the Indramayu Regency Transportation Agency?
2. What is the level of public satisfaction among users of vehicle inspection services in Indramayu Regency?
3. To what extent does service quality influence the satisfaction of users of vehicle inspection services?

The objectives of this study are:

1. To determine the quality of service provided by the Motor Vehicle Inspection Unit (UPT) of the Indramayu Regency Transportation Agency;
2. To determine the level of public satisfaction with vehicle inspection services;
3. To analyze the influence of service quality on the satisfaction of users of these services.

The results of this study are expected to provide both theoretical and practical benefits.

Theoretically, this research is expected to enrich the study of public service management, particularly regarding the relationship between service quality and public satisfaction in the transportation sector.

Practically, the results of this study are expected to provide evaluation material for the

Indramayu Regency Transportation Agency in improving the quality of the UPT KIR services, thereby providing more effective, efficient, and satisfying services to the public.

Thus, this research contributes to supporting the local government's efforts to realize public services oriented towards public satisfaction and strengthen public trust in the performance of the local government bureaucracy.

METHOD

Service quality is a crucial concept in public management because it determines public perception and satisfaction with the performance of government bureaucracy. According to Parasuraman, Zeithaml, and Berry (1988), service quality is defined as the expected level of excellence and the control over that level of excellence to meet customer expectations. Good service quality is measured not only by the final outcome of the service, but also by the process, interactions, and attitudes of staff in providing the service.

The SERVQUAL model developed by Parasuraman et al. explains that service quality has five main dimensions:

1. Tangibles (physical evidence) – including the appearance of facilities, equipment, and the cleanliness and comfort of the service environment;
2. Reliability – the ability of staff to deliver services as promised, accurately and consistently;
3. Responsiveness – the willingness of staff to help the public and provide services quickly;
4. Assurance – including the knowledge, courtesy, and ability of staff to instill a sense of trust and security;
5. Empathy – individual attention and concern for the needs of service users.

Meanwhile, public satisfaction can be defined as an emotional response to the service experience received. According to Kotler and Keller (2016), satisfaction occurs when service users' expectations are met or exceeded. In the context of public services, public satisfaction is not only related to direct benefits received, but also to perceptions of fairness, openness, and professionalism of officials (Hardiyansyah, 2018).

The relationship between service quality and public satisfaction is direct and positive. Previous research by Tjiptono (2017) found that the higher the perceived service quality, the higher the level of public satisfaction. This is because each service dimension contributes to public perceptions of the overall service value. If officers are friendly and responsive, and the facilities are adequate, service users will perceive government services as high-quality and trustworthy.

In the context of the Indramayu Regency Transportation Agency's Motor Vehicle Inspection Unit (UPT), the application of service quality dimensions is relevant because the KIR inspection service is direct, technical, and mandatory for motorized vehicle users. Therefore, service quality, including timeliness, clear procedures, and the professional attitude of officers, is crucial in determining public satisfaction.

Based on this theoretical study, a conceptual framework can be formulated as follows:

> Service quality (X), consisting of the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, has a positive effect on public satisfaction (Y) among users of vehicle inspection services at the Indramayu Regency Transportation Agency.

Conceptually, the better the quality of service provided by the UPT KIR, the higher the level of public satisfaction with the service. Conversely, if the service is less responsive, not timely, or the facilities are inadequate, public satisfaction will decrease.

This research used a descriptive quantitative approach with an explanatory survey method. The quantitative approach was used to measure the relationship and influence between the independent variable, namely service quality (X), and the dependent variable, namely public satisfaction (Y). The explanatory method was chosen because this research not only describes the phenomenon but also statistically explains the extent to which the independent variables influence the dependent variable.

This approach is considered appropriate because it can describe the public perceptions of UPT KIR service users regarding service quality and objectively measure their level of satisfaction through a Likert-scale questionnaire.

Research Location and Timeline

The research was conducted at the Technical Implementation Unit (UPT) for Motor Vehicle Testing of the Indramayu Regency Transportation Agency. This location was selected purposively

because it is the only institution under the Transportation Agency that provides motor vehicle inspection (KIR) services in Indramayu Regency. The research period was three months, from March to May 2025, covering the preparation phase, data collection, data processing, and analysis of results.

Population and Sample

The population in this study was all users of the KIR testing service at the UPT for Motor Vehicle Testing of Indramayu Regency. Based on data from the Transportation Agency, the average number of service users each month is approximately 200 people. Given time and resource constraints, the researcher selected 40 respondents as the research sample using an accidental sampling technique, which is a sampling technique based on anyone who happens to come to the location, using the KIR testing service and agreeing to be respondents.

This sample size is considered representative for describing public perceptions because it meets the minimum sample criteria in social research using a survey approach.

Data Types and Sources

The data used in this study consists of two types:

1. Primary data, obtained directly from respondents through questionnaires and brief interviews with users of the KIR service unit (UPT KIR) regarding their experiences in receiving services.
2. Secondary *data*, obtained from official documents from the Transportation Agency, annual reports from the UPT KIR, and literature related to public services, public satisfaction, and service quality theory.

Data Collection Techniques

To obtain valid and reliable data, several data collection techniques were used, as follows:

1. Questionnaire

The main instrument was a questionnaire with a Likert scale of 1–5, ranging from "strongly disagree" to "strongly agree." Questions were structured based on five dimensions of service quality (tangible, reliability, responsiveness, assurance, empathy) and several indicators of public satisfaction.

2. Field Observation

Researchers conducted direct observations of the service process, from registration and vehicle inspection to the issuance of test results, to obtain a realistic picture of the service situation.

3. Documentation

Secondary data collection included agency profiles, data on the number of tested vehicles, and public satisfaction reports compiled by the Technical Implementation Unit (UPT KIR).

Data Analysis Techniques

Data analysis was conducted using descriptive and inferential statistical approaches using the following steps:

1. Validity and Reliability Test

The validity test was used to determine the extent to which the research instrument was able to measure the intended variables. Reliability testing was performed by calculating the Cronbach's Alpha value to ensure consistency between question items.

2. Descriptive Analysis

This was used to describe respondents' responses to the research variables by calculating the average score and percentage for each indicator.

3. Correlation Analysis and Simple Linear Regression

The Pearson correlation test was used to determine the closeness of the relationship between service quality and public satisfaction. A simple regression equation is used to determine the magnitude of the influence of service quality on public satisfaction using the formula:

$$> Y = a + bX$$

where:

- Y = Public satisfaction

- X = Service quality
- a = constant
- b = regression coefficient

4. Significance Test (t-Test)

Used to test the hypothesis of whether the influence of service quality on public satisfaction is significant at the 95% confidence level ($\alpha = 0.05$).

Research Hypothesis

Based on theory and previous research results, the hypotheses proposed in this study are:

- H_0 : There is no significant influence between service quality and public satisfaction of vehicle inspection (KIR) service users.
- H_1 : There is a positive and significant influence between service quality and public satisfaction of vehicle inspection (KIR) service users.

With this method design, this study is expected to provide an empirical overview of the extent to which public service quality contributes to public satisfaction of vehicle inspection (KIR) service users at the Indramayu Regency Transportation Agency.

RESULT AND DISCUSSION

Respondent Overview

This study involved 40 respondents who used the KIR testing service at the Motor Vehicle Testing Unit (UPT) of the Indramayu Regency Transportation Agency. The majority of respondents were male (approximately 85%) with a dominant age range of 30–50 years, which is generally considered a productive age group. In terms of occupation, the majority of respondents were: owners or managers of goods and passenger transportation businesses, truck, pickup, and public transportation drivers, and commercial vehicle owners who are required to undergo periodic KIR testing.

The majority of respondents had a high school or equivalent educational background, with a small number holding a diploma or bachelor's degree. This indicates that respondents were quite familiar with the KIR testing procedures and obligations, as most had used the service multiple times.

This characteristic is important because: They are accustomed to interacting with the UPT KIR, so their assessment of service quality is based on repeated experience, not a single visit.

They have a high demand for fast, accurate, and transparent service, as delays in KIR testing can disrupt business operations and cause economic losses.

Thus, respondents' perceptions of service quality and satisfaction can be considered a fairly objective reflection of the performance of the Motor Vehicle Testing Unit (UPT).

Description of Service Quality (Variable X)

The questionnaire results indicate that the service quality of the Motor Vehicle Testing Unit (UPT) obtained an average score of 4.15 (on a scale of 1–5). When converted to a category, this score falls into the "good" category. This means that the public generally believes that the service provided has met their basic expectations.

When analyzed based on the five dimensions of SERVQUAL, the descriptive results can be explained as follows:

Tangibles

This dimension includes the appearance of the building, waiting room, parking area, vehicle testing equipment, and environmental cleanliness.

Average score: around 4.00 (good category).

Respondents considered the KIR testing facilities to be adequate, the equipment appeared well-maintained, and the location was easily accessible.

However, several respondents stated that the waiting room was still uncomfortable (limited seating, ventilation, and entertainment) and that the parking area felt cramped during peak hours.

Reliability

Refers to the ability of the Vehicle Inspection Unit (UPT KIR) to provide services as promised, on time, and consistently.

Average score: around 4.28 — the dimension with the highest score.

The public feels that officers are quite reliable in carrying out inspection procedures, the service schedule is quite clear, and the test results (pass/fail) are delivered according to the vehicle's condition. This indicates that from a technical and procedural perspective, the service is considered quite reliable.

Responsiveness

Describes the officers' willingness to help and provide prompt service.

Average score: around 4.10 (good category).

Respondents rated officers as relatively prompt in answering questions, assisting with administrative processes, and directing vehicles to the inspection lane.

However, during peak service hours, some respondents still experienced quite long wait times, so the speed aspect needs to be continuously improved.

Assurance

Regarding the knowledge, politeness, and ability of officers to instill a sense of security and trust.

Average score: around 4.20 (good-high category).

The public believes that officers understand the technical aspects of the test (brakes, lights, axle weight, etc.) and feels that the test results have legal and technical legitimacy.

Polite demeanor, uniform use, and communication skills also contribute positively to users' sense of security.

Empathy

Related to personal attention, friendliness, and a willingness to listen to complaints.

Average score: around 4.05.

Officers are considered quite friendly and communicative, but interactions tend to be formal and limited to work procedures.

The public expects officers to be more proactive in providing explanations, for example: why a vehicle failed, what needs to be repaired, and when a retest should be performed.

Overall, the reliability and assurance dimensions are the strongest indicators in building perceptions of the quality of the UPT KIR service, while physical evidence and comfort remain areas that need improvement.

Description of Public Satisfaction (Variable Y)

The public satisfaction variable obtained an average score of 4.08, which is also in the "good" category. This means that, in general, the public is satisfied with the service they receive.

Some indicators of satisfaction that were rated highly include:

Timeliness of service completion (average around 4.25):

Respondents felt the service time was relatively acceptable, especially when conditions were not too busy.

Clarity of service procedures (around 4.15):

Administrative requirements, registration flow, and testing stages were deemed quite clear because they were provided in Information and helpful officers.

Trust in KIR test results (around 4.15–4.20):

The public believes that the test results reflect the actual condition of the vehicle, so they believe that vehicles that pass are indeed more roadworthy and safe.

Meanwhile, indicators with relatively lower scores are:

Comfort of the waiting area (around 3.85), and Speed of service during peak hours (around 3.90).

This indicates that some people still feel inconvenienced by long queues and inadequate facilities, although they are ultimately satisfied with the technical aspects and service results.

Quantitative Analysis Results

Correlation between Service Quality and Public Satisfaction

The Pearson Product Moment correlation test was used to determine the close relationship between the service quality (X) and public satisfaction (Y) variables. The calculation results yielded the following value:

$$r = 0.705$$

According to the correlation interpretation criteria (Guilford), a value between 0.70–0.90 is categorized as a "strong relationship." This means:

The higher the quality of service perceived by the public, the higher their level of satisfaction with the vehicle inspection service.

A positive correlation indicates that the relationship between the two variables is unidirectional: an increase in service quality will be followed by an increase in satisfaction, and vice versa.

Simple Linear Regression Analysis

To determine the extent of the influence of service quality on public satisfaction, a simple linear regression analysis was used with the equation:

$$Y = a + bX$$

The calculation results yield the following equation:

$$Y = 12.32 + 0.67X$$

$a = 12.32$ is a constant, which describes the value of public satisfaction when the value of service quality (X) is considered zero (conceptually, as the point where the regression line intersects).

$b = 0.67$ is the regression coefficient, indicating that every one unit increase in service quality will increase public satisfaction by 0.67 units.

The positive regression coefficient confirms the correlation result, which states that service quality and public satisfaction have a unidirectional relationship: the better the service, the higher the satisfaction.

Coefficient of Determination

To determine the contribution of service quality in explaining variations in public satisfaction, the coefficient of determination (R^2) was used:

$$R^2 = 0.497 \rightarrow 49.7\%$$

This result indicates that 49.7% of the change or variation in public satisfaction can be explained by the service quality variable (X).

The remaining 50.3% is influenced by other variables outside the study, for example: the amount of the levy, the location of the vehicle inspection and inspection technical unit (UPT KIR), past experience, waiting time, the attitude of officers from other agencies (e.g., at the Samsat), and personal factors of the user.

Thus, service quality plays a significant role in shaping public satisfaction, although it is not the sole factor.

Significance Test (t-Test)

The t-test is used to determine whether the effect of service quality on public satisfaction is statistically significant.

The calculation results show a calculated t-value of 5.87.

The t-value is ≈ 2.02 at $\alpha = 0.05$ and degrees of freedom (df) = $n - 2 = 38$.

Because:

calculated t-value (5.87) > t-value (2.02).

hence:

H_0 is rejected,

H_1 is accepted,

which means:

"There is a positive and significant influence between the service quality of the Motor Vehicle Inspection Unit (UPT) and the satisfaction of the public using the KIR test in Indramayu Regency."

Practically, this means that improving service quality is not only statistically related to satisfaction, but the influence is quite strong and does not occur by chance.

Discussion of Research Findings

In general, the research results indicate that the Motor Vehicle Inspection Unit (UPT) of the Indramayu Regency Transportation Agency has been able to provide services that are considered "good" by the public, and this service quality has been shown to have a strong and significant influence on satisfaction. These findings support the SERVQUAL theory, which states that the dimensions of reliability, assurance, and responsiveness are important in shaping user satisfaction. This is consistent with previous research findings, which found that public satisfaction will increase if public services are provided professionally, timely, and transparently. Practically, the research findings suggest that strategies for improving UPT KIR services need to focus on:

- Maintaining and improving reliability and assurance, as these two dimensions are the most important determinants of public trust.
- Improving the comfort of physical facilities and the speed of service, especially during peak hours.
- Strengthening empathy and interpersonal communication among officers, so that the public feels more valued, heard, and treated humanely.

Thus, well-planned and implemented service quality will be an effective instrument for increasing public satisfaction, while simultaneously strengthening the positive image of the Indramayu Regent as the organizer of public services in the transportation sector.

CONCLUSION

Based on the results of the research and analysis conducted on the influence of service quality on public satisfaction of vehicle inspection services at the Motor Vehicle Inspection Unit (UPT) of the Indramayu Regency Transportation Agency, the following conclusions can be drawn:

1. Service quality is generally considered good.
The public assesses that the UPT KIR service meets public service standards, particularly in terms of reliability and assurance. Officers are deemed capable of providing services according to procedures, with accurate and reliable test results. However, improvements are still needed in terms of physical evidence (facilities), responsiveness, and waiting room comfort.
2. Public satisfaction among service users is also considered good.
The majority of respondents expressed satisfaction with the service received, particularly regarding timeliness, clarity of procedures, and the friendly attitude of the officers. The public feels that the KIR test results are sufficiently objective and transparent. However, a small number of users still feel that the service is slow at times due to limited staff.
3. There is a positive and significant relationship between service quality and public satisfaction.
The analysis results show a correlation value of 0.705, indicating a strong and unidirectional relationship. The coefficient of determination of 49.7% indicates that almost half of the level of public satisfaction is explained by the variable of service quality. In other words, the higher the quality of service provided, the higher the level of public satisfaction with vehicle inspections.
4. The dimensions of reliability and assurance are dominant factors influencing public

satisfaction.

The reliability of officers in carrying out vehicle technical inspections and providing accurate test results are key indicators of public satisfaction. Furthermore, a sense of security and trust in officers strengthens the public's positive perception of public services.

5. Optimal service quality requires continuous improvement.

The research results confirm that service quality is determined not only by the competence of personnel but also by the systems, facilities, and work culture that support fast, friendly, and professional public service.

Therefore, it can be concluded that the quality of service at the Motor Vehicle Inspection Unit (UPT) has a significant influence on public satisfaction. Improving the quality of public services, particularly in terms of officer professionalism, speed of service, and comfortable facilities, is a key factor in building public trust in local government performance.

Recommendations

Based on the research results and conclusions above, several recommendations can be put forward, including:

1. Improving Facilities and Service Facilities

The local government, through the Transportation Agency, needs to add and improve supporting facilities, such as comfortable waiting rooms, adequate parking areas, and more modern testing equipment. This is crucial for improving the efficiency and comfort of service users.

2. Improving Staff Competence and Responsiveness

Continuous training is needed for UPT KIR employees, particularly in aspects of service excellence, public communication, and the use of vehicle testing technology. Officers must be more responsive to public complaints and quickly provide solutions.

3. Utilizing Information Technology in Services

Developing an online digital service system, such as KIR test registration and service schedule information, can reduce queues and expedite administrative processes. This system will also increase transparency and accountability in public services.

4. Improving Internal Coordination and Oversight

The Head of the UPT needs to strengthen oversight mechanisms for service implementation in the field to ensure compliance with standard operating procedures (SOPs). Regular officer performance evaluations are also necessary to maintain consistent service quality.

5. Improving Empathy and Interpersonal Communication

Good public service is not only about speed, but also about attitude. Officers need to build more humanistic relationships with service users, demonstrate concern, and provide information in easy-to-understand language.

6. Establish Measurable Minimum Service Standards

The Technical Implementation Unit (UPT) for Vehicle Maintenance (KIR) needs to establish clear service standards, including completion times, costs, and service procedures. These standards must be publicly announced so that the public is aware of their rights and obligations.

7. Conduct Regular Public Satisfaction Surveys

Evaluations of service user satisfaction should be conducted regularly to monitor the level of service success and identify areas for improvement. Survey results can form the basis for formulating policies to improve service quality.

Policy Implications and Recommendations

Theoretically, this research strengthens the understanding that quality public services are a key factor in determining public satisfaction.

Practically, the research results can be used as evaluation material for the Indramayu Regency Transportation Agency in formulating strategies for improving service performance based on public satisfaction.

Implementing service quality improvements is expected to not only increase the effectiveness of the UPT KIR services but also encourage the establishment of a professional bureaucracy with integrity and a focus on the public interest.

Good public services will strengthen public trust in local government and support the success of bureaucratic reform at the local level.

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