

Public Service Quality in Watumalang District Office of Wonosobo Regency With Servqual Method

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ABSTRACT

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This research focuses on the implementation of service quality at the Watumalang District Office of Wonosobo Regency using the SERVQUAL method where this method will measure service quality from five dimensions, namely Tangibles, Responsiveness, Reability, Assurance, and Emphaty. This research uses a descriptive qualitative approach with data collection through interviews and observations. The data obtained was then analyzed using the Miles and Huberman method to find out how the implementation of service quality with the help of NVIVO software. The results showed that in the Tangibles dimension it is necessary to improve facilities and infrastructure to support the implementation of services, in the responsiveness dimension it has been carried out well the officer has implemented responsiveness and a good attitude when providing services, in the reliability dimension it has also been implemented well the officer has reliability when providing services as well as the assurance dimension has also been implemented well the officer has been able to provide reliable service guarantees to the community while in the Empathy dimension it is necessary to improve facilities for pregnant women and people with disabilities.

INTRODUCTION

Basically, public services can be interpreted as the provision of services carried out by the government or the private sector to the community with financing or without financing in order to meet the needs and interests of the community (Effendi et al., 2022). Excellent public service is one of the main elements of success in managing governance. Excellent public service means that the service provided is the best service in accordance with service quality standards (Salma & Nawangsari, 2022).

The explanation of public services has been regulated in the 1945 Constitution where it is written that public services are carried out in order to facilitate and complete administrative affairs and services of goods and services. Law No. 25 of 2009 concerning Services which explains that public service is an activity or series of activities in an effort to meet service needs in accordance with the rules and laws for all people of a country and residents for goods, services, or administrative services provided by public service providers. Providing excellent service is the goal of implementing public services where all policies, programs, and activities are carried out so that people's needs can be met (Septiani & Siswadh, 2020).

The implementation of population and civil registration services is a mandatory task and is shared between the central and local governments (Al-Muttaqin & Nugroho, 2025). One of the agencies that organize public services is the sub-district. The sub-district office has tasks delegated from the district (Masruroh & Rahmaningtyas, 2020).

At the sub-district level, there are various types of public services which include population administration, licensing, health services, and social services. By providing quality services, in addition to increasing public satisfaction, it will also give public trust in the government. However, it is not

uncommon for citizens to feel that the quality of service they receive has not met the expectations of the community, employee performance will also affect the performance of an organization, with good performance, the services provided will be maximized (Manalu & Thamrin, 2024).

Regulations regarding services at the sub-district level have been regulated in Government Regulation Number 17 of 2018 which contains regulating services at the sub-district level by submitting some of the authority of the regent or mayor to the sub-district head so that the effectiveness of regional government administration can run better. In addition, this regulation also stipulates the requirements and technical, administrative in the sub-district as well as the duties and functions of the sub-district head as a liaison between the local government and the community. The sub-district head is also responsible for ensuring that the services provided to the community run well and in accordance with the applicable SOP and plays an active role in regional development and community empowerment.

Based on research conducted by (Marupi & Saipul, 2024) shows that the Quality of Public Services at the Nanga Bulik Village Office, Bulik District, Lamanda Regency shows that services in this office have not been carried out optimally due to inadequate human resources so that they cannot provide maximum service to the community. Further research conducted by (Achmad et al., 2022) shows that the Quality of Public Services at the Lajangiru Village Office, Ujung Pandang City District shows that the quality of public services in this office is still of poor quality when viewed from the dimensions of physical appearance (tangibles) such as office facilities that are still inadequate so that the services provided to the community have not gone well.

It can be seen from several studies above that public services at the sub-district office are often characterized by complaints from the public, such as long service times, lack of knowledge and skills of employees and lack of available facilities. This proves that the quality of public services at the sub-district office still needs to be improved to meet community expectations. Watumalang Sub-district of Wonosobo Regency is no exception.

Watumalang Sub-district is located in Wonosobo Regency, Central Java Province, Indonesia. This sub-district is located in the northern part of the district and is directly adjacent to several other sub-districts such as Garung Sub-district to the west and Wadaslintang Sub-district to the east. The area of Watumalang Sub-district is 6,821.66 hectares or 6.93 percent of the area of Wonosobo Regency (Statistics, n.d.) Watumalang Sub-district applies Watumalang Sub-district Head Decree No: 065/ 09.1/ KEP/ 2022 in conducting public services where this decision aims to create an effective and efficient environment so that the services the community receives can be done more quickly and precisely. With clear SOP, it is expected that officers can better understand what their roles and duties are, this decision also increases community participation in the process of evaluating and monitoring public services so as to create synergy between the community and the government.

Table 1. .Population in the Last Three Years

Year	Population
2022	58.249
2023	58.990
2024	59,809

Based on table 1.1 the growth rate of the Watumalang community has increased by 1.56%, with this, the number of people who will carry out services at the District Office will increase. With this, services in the public sector should continue to be improved so that people can get quality services.

This research will focus on assessing the quality of public services using Servqual analysis (Service Quality) is a method used to measure the quality of services provided to service recipients (Effendi et al., 2022) EFFENDI ET AL. This method uses several dimensions in which there are five dimensions of measurement, namely tangibles, responsiveness, reliability, assurance and empathy. Where the tangible dimension assesses physical aspects such as facilities and infrastructure The responsiveness dimension assesses how the officer responds to service recipients. The reliability dimension assesses the aspect of officer reliability when providing services. The assurance dimension assesses the aspect of guarantees that officers provide to service recipients and the empathy dimension is a dimension that assesses the aspects of attitude or attention given to service recipients. The application of the servqual method will have a significant impact on society. By measuring the quality of service organizations or government agencies can find out the shortcomings and advantages when providing services (Sakir, 2024). This can help related agencies to improve quality and better meet the needs of the service recipient community.

RESEARCH METHODS

This research uses a descriptive method with a qualitative approach. Qualitative is a descriptive method that has the aim of providing a real picture of the objective conditions, namely the Quality of Public Services in an office (Syahrul & Nasution, 2022). This approach was chosen because it allows researchers

to explain the phenomena that occur in the field in depth and detail. In this study, researchers will collect data by means of observation, interviews and documentation in order to get a direct picture of how conditions in the field regarding service quality at the Watumalang District Office, Wonosobo Regency.

The data sources used in this research are primary and secondary data sources. Primary data is obtained directly from informants, while secondary data is obtained from existing documents. Data collection techniques used interviews, observation, and document analysis. With interviews, each informant will be asked the same questions and then the researcher will collect the data and record it before data processing (Abdussamad, 2021). The sampling technique used by researchers is purposive sampling and snowball sampling. Purposive sampling is a technique used by researchers to determine and take samples with certain considerations (Sugiyono, 2023) . The main informant in this study is the service officer at the Watumalang District Office as an officer who knows and understands how the service delivery activities at the Watumalang District Office. This research also uses snowball sampling where snowball sampling is applied when samples with target characteristics are not easily accessible. This method is used because not many people come directly to the sub-district to take care of their documents so that researchers need recommendations.

Data obtained from interviews, observations, and documentation will be analyzed using the Miles and Huberman model. During the interview, the researcher has analyzed the interviewee's answers. If the answer from the informant is deemed unsatisfactory, the researcher will continue the question again, until a certain stage, the data is considered credible (Sugiyono, 2023). After conducting the next interview, the coding of the interview results will be carried out with the help of NVIVO software, the data in the form of interview results will be elaborated with the help of NVIVO by grouping the answers into groups and then mapping them (Mau & Naibili, 2022). Processing qualitative data by coding interviews is done with the help of NVIVO in order to analyze the answers of informants categorically, this will make it easier for researchers to describe and explain their findings.

RESULTS AND DISCUSSION

The informants in this study totaled 18 people consisting of 15 service users and 3 service officers as follows.

Table 2. Characteristics of Participants (Community)

Participant (Community)	Sex	Age	Education	Service
P1 (IM 1)	F	37	High School	Family Card
P2 (IM 2)	M	17	High School	KTP
P3 (IM 3)	F	30	High School	Family card
P4 (IM 4)	F	39	High School	Family Card
P5 (IM 5)	M	42	High School	Family Card
P6 (IM 6)	F	17	High School	KTP
P7 (IM 7)	M	35	High School	KTP
P8 (IM 8)	M	29	Bachelor	KTP
P9 (IM 9)	M	40	High School	Family Card
P10 (IM 10)	M	27	HighSchol	KTP
P11 (IM 11)	M	43	Bachelor	Family Card
P12 (IM 12)	M	40	High School	Family Card
P13 (IM 13)	M	38	High School	Family Card
P14 (IM 14)	M	35	Diploma	Family Card
P15 (IM 15)	M	33	High School	KTP

Table 3. Characteristics of Participants (Office Workers)

Participant (Office Workers)	Sex	Age	Education	Service
P16 (IO 1)	F	25	Diploma	Front Office
P17 (IO 2)	M	44	High School	Operator Staff
P18 (IO 3)	F	40	Diploma	Head of PATEN

After using the NVIVO application for coding interviews, it was found that there were several indicators in the 5 dimensions of SERVQUAL in these indicators describing the conditions that researchers found regarding the quality of service that was running.

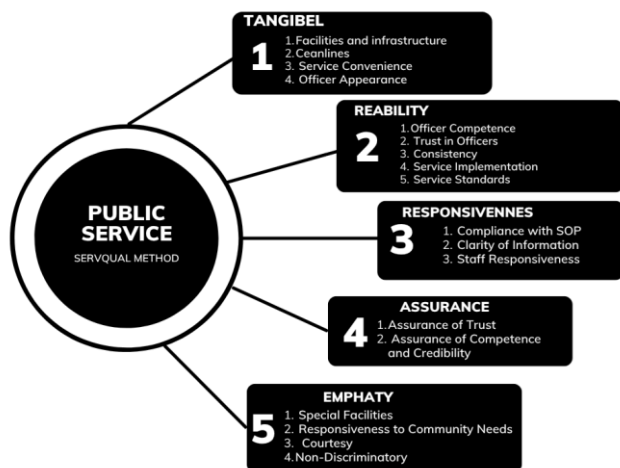


Figure 1. Public service SERVQUAL Method

In the figure it can be seen that the Research Analysis shows the phenomenon of public service quality at the Watumalang District Office of Wonosobo Regency related to the 5 dimensions of public service quality found as follows.

1. Tangibles

The tangible dimension will focus on physical assessments that can help officer professionalism when providing public services such as facilities and infrastructure in the office. In this dimension there are several indicators, the first of which is regarding facilities and infrastructures, it can be concluded that the facilities and infrastructures in this office are still lacking because the tools are still often damaged or jammed when they are to be used, the computers used are also often slow, besides that the signal in Watumalang Subdistrict still often experiences interference which can hinder the public service process, this is in accordance with the statement from IO 3 as the sub-district clerk of PATEN who stated that

"In my opinion, it is still lacking, many are damaged and need to be upgraded."

The community as service recipients also feel difficulties when they want to take care of their documents at the office because of inadequate facilities, this was expressed by IM 1 who stated

"I wanted to take care of an ID card for my parents but due to limited tools, I was told to take care of it at Dukcapil."

The second is the cleanliness indicator, the cleanliness in this office can be said to be sufficient because an officer has

been assigned to take care of cleanliness in the office, this is in accordance with the statement from IO 3 as Head of Sub Division of PATENT who stated that

"There is an officer in charge of cleaning here, so the office is always clean."

It is also supported by a statement from IM 2 as a service user who stated that

"It is quite clean in my opinion"

The third is an indicator of ease of service, the ease of service in question is the application of an online system because implementing an online system will certainly make it easier for the public to be able to access public services, but at the Watumalang District office this cannot be applied, this is in accordance with the statement of IO 2 as the Operator Officer who stated that

"Yes, there is only SIAK in the sub-district to accommodate reports from the community."

The community also does not know about the online system in the office, this is also supported by the statement of IM 2 as a service user who stated that

"I don't know if there is an online system because it has never been socialized"

Furthermore, the indicator of the appearance of the officer, the appearance of the officer is an important indicator because the officer will deal directly with the service recipient community, therefore the officer is required to dress politely and neatly in accordance with existing regulations. The appearance of the officer can be said to be neat, this is in accordance with the statement from IM 4 as a service user who stated that

"It's neat and it's good".

This is also supported by the statement of IO 2 as the Operator Officer who stated that

"Everything is neat and has followed the applicable rules and is in accordance"

Based on research conducted by (Ariyadi et al., 2024) states that facilities and infrastructure are a manifestation of the government's commitment to providing services to the community, if this cannot be fulfilled it will make a decrease in public satisfaction in giving an assessment of the implementation of public services. From the results of interviews and observations, researchers can find out that the Watumalang District of Wonosobo Regency has provided the best service for the community, but the lack of facilities and infrastructure makes the services that occur cannot be said to be optimal. Because with inadequate facilities, everything that is done will not achieve maximum results (Syahrul & Nasution, 2022). Service convenience has also not been implemented because there is no online system for public complaints, providing information through the website is one of the sub-district's efforts to utilize technology (Karin et al., 2024). However, in Watumalang District, it has not yet been implemented, the appearance of employees at the Watumalang District Office of Wonosobo Regency is neat and has followed existing regulations, besides that the cleanliness in this office is said to be sufficient because there are officers assigned as janitors.



Figure 2. Kecamatan Office



Figure 3. Service Room

2. Reability

Reability is a dimension of reliability / ability of officers, officers are required to be able to provide consistent and reliable services. In this dimension there are several indicators, the first of which is the ability of the officer, the ability referred to includes the ability and expertise to operate tools in the service process. The ability of officers in this office can be said to be sufficient, it can be seen from the absence of errors when taking care of documents from service users, this is in accordance with the statement of IM 5 as a service user who stated that

"There has never been a mistake for me".

The same thing was also expressed by IM 9 as a service user who stated that

"It has never been wrong".

The second is an indicator of trust in officers, if officers can provide a sense of trust in the community, of course, it will make the services provided can be maximized, the community already feels trust in officers to take care of their interests at the Watumalang District Office, this was conveyed by IM 8 as a service user who stated that

"I feel trusting"

The same thing was also conveyed by IM 7 as a service user who said

"I feel confident with the officers"

Third is the consistency indicator, the consistency in question is the ability when the officer is doing the service to the community, whether the services provided have been carried out consistently continuously or not. However, the services provided by officers to the community have been carried out consistently, this was revealed by IM 7 as a service user who stated that

"It's consistent"

The same thing was also expressed by IM 11 as a service user who stated that

"Yes, thank God, it's consistent.

The fourth is the service implementation indicator, the service implementation carried out by the officer is carried out in order to minimize the occurrence of errors when providing services to the community, service officers have tried to minimize the occurrence of errors by performing services in accordance with the SOP that has been implemented, this is in accordance with the statement of IO 1 as the Front Office Officer who stated that

"Yes, if we are guided by the SOP, so as much as possible we work guided through it and we will also explain to the public about the procedure so I think it can minimize mistakes".

The same thing was also expressed by IO 3 as the Head of the PATENT Sub Division who stated that

"We try as much as possible in accordance with the SOP and we do the verification process properly so that no errors occur".

Furthermore, service standard indicators, officers have implemented SOP in providing services to the community, service standards are very important and need to be applied because with clear standards, officers will have guidelines that are used as a basis when serving the community. Officers have implemented the SOP properly and correctly, this is supported by the statement of IO 1 as the Front Office Officer who stated that

"If we are in accordance with the SOP, we just need to follow what is written there, then we will apply it when serving the community".

The same thing was also expressed by IO 2 as the Operator Officer who said that

"We just follow the SOP"

Based on research conducted by (Hartono et al., 2023) the Reability dimension is determined by several factors including officer expertise, ease of service procedures, and discipline of service hours, this dimension can be said to be good if two of these indicators can be implemented. From the results of interviews and observations, it can be seen that the Watumalang District Office of Wonosobo Regency has tried to provide good service to the community, such as the ability of officers who are considered sufficient, because the accuracy provided by service officers will be determined by the level of ability of the officers themselves (Syahrul & Nasution, 2022). Although it is undeniable that mistakes still occur, the officer will explain it again to the public and make it an evaluation material, the officer has also attended training held by the Wonosobo Regency Dukcapil to improve his abilities. SOP have also been implemented to serve as guidelines when providing services to the community.

3. Responsiveness

Responsiveness in this dimension means the responsiveness of officers when providing services, officers as service providers are required to be able to assist service recipients according to their needs and desires. In this dimension there are several indicators, the first is the suitability of the SOP, the suitability of the SOP is very necessary to be applied when officers carry out the service process because if the officer provides services that are not in accordance with the existing SOP, the service cannot be said to be maximized. Officers have implemented the SOP when providing services to the community, this can be seen from the statement of IO 2 as the Operator who stated that

"In accordance with the applicable SOP"

The same thing was also expressed by IO 3 who stated that

"Yes, in accordance with the SOP only "

The second is the indicator of information clarity, the clarity of information referred to in this indicator is when the officer conveys detailed information / service procedures to service recipients. Officers have provided as detailed information as possible to the public, this is in accordance with the statement of IM 8 as a service user who stated that

"the explanation is very clear"

officers also try to always explain the applicable procedures to the public; this is in accordance with the statement from IO 3 which states that

"Yes, we are trying to continue to improve the quality we provide in accordance with the SOP and of course we will help explain the applicable procedures so that service recipients will be satisfied with the services we provide."

The third is the indicator of officer response, the response given by the officer must also be able to satisfy and understand the needs of the community, the officer must provide a good response in order to meet the needs of the service user community, the officer has provided the response desired by the community, this was conveyed by IM 12 who stated that

"Yes, the response is good in my opinion".

Furthermore, officers will respond to what is complained about by the community, this was revealed by IO 3 as the sub-division head of PATEN who stated that

"We will first listen to what the complaint is and then we will help and explain what the next step is".

Based on research conducted (Juariah, 2021) Responsiveness is the most progressive dimension because this dimension will greatly affect patient satisfaction where when officers are able to provide fast and precise services, it will create satisfaction in the community. Based on the results of interviews and observations, it can be seen that the Watumalang District Office of Wonosobo Regency has tried to provide good service to the community, the clarity of information that the officers convey is also clear to the public, as well as the response of officers when providing services to the community will be given a good and helpful response. With the ability of good officers, it will provide the best service for the community (Subhan et al., 2024) . As for the suitability of the SOP, the officers have also tried to always apply it when providing services to the community.



Figure 4. Service Process

4. Assurance

Assurance is the guarantee given by officers to service recipients, referring to the knowledge and ability and credibility of officers. There are several indicators in this dimension, the first of which is a guarantee of trust, if the officer can provide a guarantee of trust, the community will

not hesitate to carry out the public service process at the Watumalang District Office. Officers have succeeded in providing assurance of trust to the community, this is in accordance with the statement from IM 11 as a service user who stated that

"I trust the officers"

Officers have also tried to explain the mechanism of the service process to the public, this was conveyed by IO 3 as the Operator Officer who stated that

"Yes, we provide an understanding of the flow and any requirements regarding the service process to the community so that they can better understand"

The second is the indicator of competence and credibility assurance, the competence and credibility of officers determine how their performance during the service because this officer will be able to provide certainty for the community. Officers have succeeded in providing this guarantee to the community as seen from the people who feel sufficient by the assurance and certainty provided by the officers, this is in accordance with the statement of IM 4 as a service user who stated that

"It's enough"

For officers, they have also made their best efforts, one of which is participating in training / workshops which are held once a year to increase the knowledge and skills of officers when providing services, this was revealed by IO 2 as an Operator Officer who said that

"In the sub-district there is none, but in the dukcapil every year there must be training for Operators and Heads of Subdivisions".

Based on research conducted by (Juariah, 2021) Assurance is a dimension that reflects the responsibility of service officers where this dimension will determine the officer's ability to provide guarantees that the community should get when receiving services, by providing guarantees, the public will not hesitate when coming to the office to receive services. Based on the results of interviews and observations, it can be seen that the Watumalang District Office of Wonosobo Regency has provided good service to the community, trust guarantees have been successfully provided and applied, it can be seen from service users who feel confident that service officers will help and complete what they want and want, for consistency and credibility guarantees, officers have also tried to provide the best by attending training and training held once a year by the Wonosobo Regency Dukcapil. By providing good guarantees, service recipients will feel guaranteed and quality service.

5. Emphaty

Emphaty is a dimension that refers to the feeling or concern of officers to service recipients and the ability to be able to understand the needs and conditions of service recipients. There are several indicators in this dimension, the first is special facilities, the facilities provided are facilities for pregnant women and disabilities, these facilities are provided to make it easier for them to receive services. This was conveyed by IO 1 as the Front Office Officer who stated that

"For pregnant women, such as lactation rooms and for disabilities in front there is a special wheelchair lane."

Furthermore, it was added by a statement from IO 3 as the sub-division head of PATENT who stated that

"Of course, we prioritize and if it is not possible to come here we will pick up the ball to the house and we will coordinate with dukcapil".

The second is the indicator of understanding the needs and desires of the community, the officers have implemented it well they are able to understand what the community wants this is expressed by IM 2 who stated that

"Already, as soon as I came and said what I wanted to do, it was immediately taken care of".

Officers have also tried to always provide the best service to the community, this was conveyed by IO 3 as Head of the PATEN Sub-Division who said that

"Every service recipient who comes we try to provide the best and during the process we really make sure what is the need of the service recipient".

The third is the officer's courtesy, courtesy has been applied well in this office, the officer has been friendly to visitors who come to take care of their needs, this was conveyed by IM 14 who stated that

"The officers here are friendly and polite"

The same thing was also conveyed by IM 1 who stated that

"Already because every time I came, I was greeted with a smile and the language used by the officer was also polite"

The last is the indicator of non-discrimination, the services provided by officers have implemented a non-discriminatory attitude, this was conveyed by IM 9 as a service user who stated that

"I don't think so, all are served equally and fairly"

The same thing was also expressed by IM 15 as a service user who stated

"As far as I know, no"

Based on research conducted by (Sakir, 2024) the empathy dimension in the context of public services will underline the importance of employees / officers to have the ability to understand what the needs of service users are. Based on the results of interviews and observations, it can be seen that the Watumalang District Office of Wonosobo Regency has provided good service to the community, the empathy provided by officers has also been good as seen from the community who feel that there is no discriminatory action by officers, officers who understand what they need and want and officers who have been polite and friendly. officers also try to always provide services in accordance with the applicable SOP, this is done in order to create a sense of public trust in service officers at the Watumalang District Office of Wonosobo Regency. However, there is still something that needs to be improved in special facilities for pregnant women and disabilities because this facility is very important because with special facilities in the office it will make it easier for the community when they want to receive public services (zamahira et al., 2023) ZAMAHIRA.

CONCLUSION

The implementation of public services at the Watumalang District Office of Wonosobo Regency can be said to be sufficient, but there are still problems when implementing the first service in the Tangibles dimension where the existing facilities and infrastructure cannot be adequate to carry out services, actually from the sub-district, they have submitted complaints regarding facilities and infrastructure to the Disdukcapil of Wonosobo Regency but have not been able to be handled further because they are constrained by costs. In addition, the ease of service has not been implemented, if online services have been implemented then the community does not have to come to the actor to get services. Furthermore, the problem in the Emphaty dimension is still the lack of facilities for people with disabilities and pregnant women, because at the sub-district office there are only special wheelchair lanes and lactation rooms, while facilities such as toilets, special wheelchair parking lots are not yet available.

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