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THE EFFECT OF THE QUALITY OF HUMAN RESOURCES ON COMMUNITY SATISFACTION AND SERVICE QUALITY AS AN INTERVENING VARIABLE IN THE POPULATION AND CIVIL REGISTRATION SERVICESPINRANG DISTRICT

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Abstract

The quality of human resources and the quality of services received by the community are still classified as ineffective with the completion time of a file still experiencing delays to an unspecified time and a lack of confirmation to the community for the services provided so that community satisfaction is not fulfilled at the Pinrang district population and civil records service . This study uses a quantitative approach. This study aims to analyze (1) the effect of the quality of human resources on community satisfaction (2) the effect of the quality of human resources on service quality, (3) the effect of service quality on community satisfaction, (4) the effect of the quality of human resources on community satisfaction through service quality. The research population totaled 407,371 people with a sample of 100 respondents using a side random technique. The data analysis method used is path analysis and Sobel test to determine the indirect effect of variables. The results showed that the quality of human resources had a positive and significant effect on community satisfaction and service quality, service quality had a positive and significant effect on community satisfaction, and the quality of human resources had an indirect, positive and significant effect on society through service quality with test results sobel of $6,464 < 1.96$ (absolute value Z). The higher the quality of human resources, the better the quality of service that can increase community satisfaction.

Keywords: HR Quality, Community Satisfaction, Service Quality

A. INTRODUCTION

Human resource issues are still relevant for organizations to survive in the globalization era. Human resources have two main roles in all organizational activities. Even though they are supported in terms of facilities and infrastructure and more financial resources, without the support of reliable human resources, organizational activities will not be able to run smoothly. This shows that human resources is the main key that needs attention for all its needs.

Service quality is providing service perfection performed by service providers in meeting the needs and desires of customers/applicants as well as the accuracy of their delivery to take into account the expectations of society. Quality of service, namely how far the difference between and people's expectations for the service they receive.

Satisfaction can be interpreted as an effort to fulfill something or make something adequate. The role of good service quality is very important and very influential, without

proper service, the product will be less attractive to consumers. Therefore, service quality must include five dimensions developed by Tjiptono (2019) explaining that there are five dimensions of service quality that can be used to measure service quality, which consist of:

1. Tangibles
2. Reliability
3. Responsiveness
4. assurance, and
5. Empathy

According to law number 24 of 2013 concerning population administration, states that population administration is a series of activities for structuring and publishing population documents and data through population registration, civil registration, management of population administration information and utilization of the results for public services and the development of other sectors.

The Department of Population and Civil Registry of Pinrang Regency has the authority and responsibility to serve the community in various population documents, as an agency engaged in the service sector, the main priority is to assist and serve all community needs in meeting all their needs and interests.

Pinrang Regency has a fairly large area with 12 sub-districts located from the lowlands to the highlands with a population of 407,371 people (BPS Kabupaten Pinrang, 2021). Based on initial observations made at the Population and Civil Registry Office of Pinrang Regency, which is located on Jl Jend Sukawati No.40, in carrying out duties as a government employee. There are still delays in completing documents such as birth certificates, family cards, domicile change certificates, and various other documents. And many residents complained because they did not get blank E-KTP. One of the officers said that, if there was a delay, it was due to a network disturbance and regarding blanks, the number of stocks was limited.

As stated in *TribunPinrang*, (2019) a resident complained that the Pinrang dukcapil officers were not professional. According to him, he went back and forth between the dukcapil and the police office to take care of birth certificates due to officers who were uncommunicative and only conveyed minimal information and seemed to be choosing who to serve first when they came to make the necessary documents.

This is in line with what was conveyed by the Director General of Population and Civil Registration Fund of the Ministry of Home Affairs (Kemendagri) Zunan Arif Fakrulloh, saying that there are a number of things that people still complain about about population services, the first is related to the many additional requirements in population administration services, the slow printing process The e-KTP, even at the Population and Civil Registry Office in Pinrang Regency, takes about one month to print, problems with data consolidation and problems with queue numbers that sometimes run out at the service counter.

Based on this statement, the population and civil registration services need to improve so that the quality of services can increase and the public is satisfied with the services provided by the employees because not only that, the population and civil registration services are indeed slow in the service process, it is only natural that many

people complain due to delays. and it takes up to 3 days for the applicant/community to collect the files and we know that many people are far from urban centers and have to go back and forth.

Literature Review

From a linguistic point of view, quality comes from the Latin *qualis*, which means as it really is. The international definition of quality (Gasperz, Vincent ISO, 9000, 2000) is a level that shows a series of inherent characteristics and meets certain standards. Meanwhile, according to the American society, quality control is the totality of forms and characteristics of goods or services that show the ability to satisfy both obvious and hidden needs (Rander and Jay Heizer Barry 2001). "Fitness for use, this definition includes features that meet consumer needs and are free from deficiencies.

Quality of human resources

Human resource management (Human Resources Management) is part of the science of management that focuses on regulating the role of human resources in the activities of an organization. Human resource management assumes that employees are an organization's main asset or wealth that must be managed properly. Human resource management is more strategic for the organization in achieving the goals that have been set.

Sabiu et al, (2018) Human resource management says that the performance of an organization is something that must be improved by a field of education, organizational performance is inseparable from good human resource management, the research results found that human resource management has a close relationship with organizational performance, even human resource management is able to stabilize all company activities both in the development of education and in the development of higher quality performance

Meithiana (2018) Human resource management as the utilization of human resources within the organization, which is carried out through the functions of human resource planning, recruitment and selection, development of human resource axes, planning and development of career competence and industrial development.

Edion et al (2016) human resource management is management focusing on maximizing the abilities of employees or members through various strategic steps in order to improve employee performance towards optimizing organizational goals.

The quality of human resources must always be improved through training, development and provision of fair compensation including various employee or employee welfare facilities. The quality of human resources is the most important factor in the success of an organization, the higher the quality of human resources, the better the work performance that will be produced. Good employee work performance will greatly facilitate an organization to achieve the goals set (Afrizal Haris 2014)

According to Ndraha (1997) said that the quality of human resources, namely: Quality human resources are human resources capable of creating not only comparative value, but also competitive - generative - innovative value by using the highest energy such as intelligence, creativity, and imagination, no longer using solely raw energy such as raw materials, land, water, muscle energy, and so on.

Characteristics of the Quality of Human Resources According to Ruky (2006) in HR quality books turning vision into reality says that the characteristics or characteristics of quality human resources are:

1. Have full knowledge about duties, responsibilities and authority.
2. Have the necessary knowledge related to the full implementation of their duties.
3. Able to carry out the tasks that must be done because they have the expertise / skills (skills) required.
4. Be productive, innovative/creative, willing to work with others, trustworthy, loyal, and so on

The problem with the quality of human resources is of course that there are benchmarks that we can make a benchmark or comparison so that we can know and determine quality human beings.

Quality Of Service

In Law number 25 of 2009 concerning public services, it provides a definition that public services are a series of activities in the framework of fulfilling service needs in accordance with statutory regulations for every citizen and resident for goods, services and administrative services provided by public service providers.

Service quality can be interpreted as the level of guest or consumer satisfaction. While the level of guest satisfaction itself can be obtained from a comparison of the type of service that is actually received by consumers with the type of service expected.

Ratnasari (2016) service quality, namely how far the difference is between reality and customer expectations for the service they receive/obtain. Priansa (2017) service quality/service quality is the expected level of excellence and control over this level of excellence to fulfill consumer desires.

According to Kotler and Keller (2016) there are five indicators used to measure service quality.

- 1 Reliability, which relates to the ability of the organization to deliver the promised service accurately from the first time.
- 2 Responsiveness, which relates to the willingness and ability of service providers to help consumers and respond to their requests as soon as possible. Letting customers wait for no apparent reason can lead to negative perceptions of service quality.
- 3 Assurance, which is related to the knowledge and courtesy of employees and their ability to foster confidence (trust) and consumer confidence.
- 4 Empathy, namely the organization understands the problems of consumers/communities in this regard and acts in the interests of the community, as well as giving personal attention to the community and having comfortable operating hours. Give sincere attention, and be individual or personal to the community by trying to understand their wishes.
- 5 Physical evidence (tangibles), which relates to the physical appearance of service facilities, equipment or supplies, human resources and organizational communication materials.

These five indicators affect community satisfaction, where it is said that customer satisfaction is a cognitive and affective reaction to service/service incidents or

experiences in service quality interactions and compares these interactions with what is expected.

Public service standards can at least be seen viz

- 1 Service procedures
- 2 Completion time
- 3 Service products
- 4 Service fee
- 5 Facilities and infrastructure
- 6 Competence of service providers

Community Satisfaction

The Community Satisfaction Index (IKM) according to Kepmenpan No. Kep/25/M.Pan/2/2004 is data and information about the level of community satisfaction obtained from quantitative and qualitative measurement results of public opinion in obtaining services from public service providers by comparing between expectations and needs.

Pasolong Harbani (2010) the better the governance and the quality of the services provided, the higher the public trust the higher the public trust if the community gets good service and feels satisfied with the service.

According to KepmenPAN No. 14 of 2017 concerning the community satisfaction index (IKM), there are 9 things that must be considered related to the performance and services carried out by service employees, including

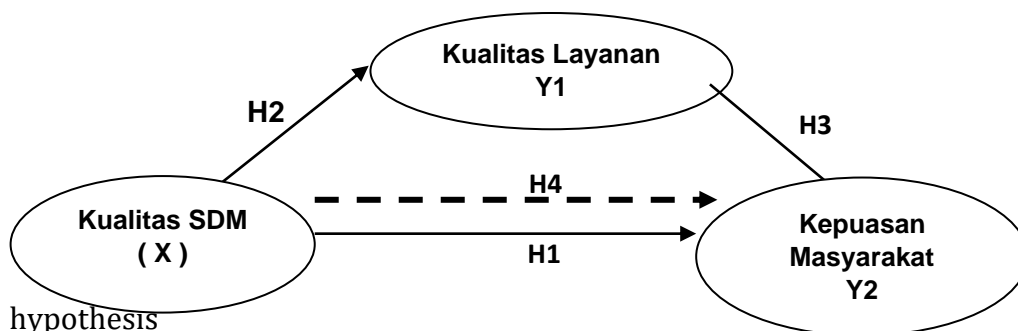
- 1 Requirements
- 2 Systems, mechanisms, and procedures
- 3 Completion time
- 4 Fees/tariffs
- 5 Product specification service type
- 6 Executor competence
- 7 Executor's behavior
- 8 Handling of complaints, suggestions and feedback
- 9 Facilities and infrastructure

The purpose of measuring the Community Satisfaction Index (IKM) according to Kepmenpan KepmenPAN No. 14 of 2017 is to find out the development of the performance of service units within government agencies which are carried out by the agency concerned periodically. And for service units in government agencies, measurement results can be used as material for establishing policies in order to improve the quality of public services in the future.

According to Tjiptono (2019) states that community satisfaction is an after-purchase evaluation in which the chosen alternative at least equals or exceeds community expectations, whereas dissatisfaction arises when the results (outcomes) do not meet expectations.

Community satisfaction is important in a service because it is the main indicator for assessing an organization in carrying out its duties and responsibilities as a service provider to help all the needs of the community.

Conceptual Framework



hypothesis

H1: The quality of human resources has a direct, positive and significant effect on community satisfaction

H2: The quality of human resources has a direct, positive and significant effect on service quality

H3: Service quality has a direct, positive and significant effect on community satisfaction

H4: The quality of human resources has a positive indirect effect on community satisfaction through service quality.

B. RESEARCH METHODS

Location and Research Design

This research was conducted at the Department of Population and Civil Registry of Pinrang Regency by looking at the quality of human resources on community satisfaction and service quality as intervening variables. This study uses a quantitative approach with the path analysis method and the Sobel test.

Population and Sample

Population

According to Sugiyono (2021) Population is a generalized area consisting of objects and subjects who have certain quantities and characteristics determined by researchers to study and then draw conclusions. The population in this study is the community consisting of 12 sub-districts with a population of 407,371 people (BPS Kabupaten Pinrang, 2021).

Sample

According to Sugiyono (2021) the sample is part of the number and characteristics possessed by this population. the number of samples in this study were 100 respondents with the calculation of the slovin formula as follows:

$$n = N / (1 + (N/e^2))$$

$$n = 407.371 / (1 + (407.371 \times 0,01))$$

$$n = 407.371 / 4.074.71$$

$$n = 99,97$$

$$n = 100$$

Data Analysis Method

This research will use path analysis techniques (Path Analysis). Path analysis is a technique of multiple linear regression. This study also uses the Sobel test method to determine the indirect relationship between variables through intervening variables

Sobel test is calculated using the formula:

$$Sab = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$

Information

Sa : standard error X-M

Sb : Standard Error M-Y

B : coefficient M-Y

α : X-M coefficient

to test the significant indirect effect partially, it is calculated by the formula

$$z = \frac{ab}{sab}$$

if the test is greater than 1.96 then there is a mediating or intervening effect.

Table. Analysis Of The Characteristics Of The Respondents

No	Characteristics	criteria	Frekuensi	Persentase
1	Age	1. < 17 year	2	2%
		2. 20-30 year	83	83 %
		3. 31-40 year	15	15 %
2	Gender	male	67	67%
		Female	33	33%
3	Last education	SMP	2	2 %
		SMA/SMK	46	46 %
		DIPLOMA	3	3 %
		S1	49	49 %

Source: data processed 2023

Validity And Reliability Test

Validity test is used to see whether each instrument is valid or not in the quality of human resources, community satisfaction and service quality. The r table value of the test is 0.1966 with DF=N-2 a significant level of 0.05 (5%). Following are the results of the validity test for each indicator of the research variable.

Table.HR Quality Validity Test

Variabel	Item	Koefisien Korelasi	R Tabel	Keterangan
X	X1.1	0.824	0.1966	Valid
	X1.2	0.852	0.1966	Valid
	X1.3	0.864	0.1966	Valid
	X1.4	0.876	0.1966	Valid

Source: data processed 2023

Table.Service Quality Validity Test

Variable	Item	Koefisien Korelasi	R Tabel	Keterangan
	Y1.1	0.669	0.1966	Valid

Y1	Y1.2	0.715	0.1966	Valid
	Y1.3	0.703	0.1966	Valid
	Y1.4	0.775	0.1966	Valid
	Y1.5	0.768	0.1966	Valid
	Y1.6	0.810	0.1966	Valid
	Y1.7	0.741	0.1966	Valid
	Y1.8	0.808	0.1966	Valid
	Y1.9	0.770	0.1966	Valid
	Y1.10	0.818	0.1966	Valid
	Y1.11	0.833	0.1966	Valid
	Y1.12	0.791	0.1966	Valid
	Y1.13	0.826	0.1966	Valid
	Y1.14	0.757	0.1966	Valid
	Y1.15	0.815	0.1966	Valid

Source: data processed 2023

Table.Community Satisfaction Validity Test

Variabel	Item	Koefisien	R Tabel	Keterangan
		Korelasi		
Y2	Y2.1	0.725	0.1966	Valid
	Y2.2	0.777	0.1966	Valid
	Y2.3	0.649	0.1966	Valid
	Y2.4	0.713	0.1966	Valid
	Y2.5	0.838	0.1966	Valid
	Y2.6	0.856	0.1966	Valid
	Y2.7	0.836	0.1966	Valid
	Y2.8	0.836	0.1966	Valid
	Y2.9	0.771	0.1966	Valid

Source: data processed 2023

Table.Reliability Table Test

Item	Koefisien Reliabilitas	Test results
HR Quality	0.874	Reliabel
Community Satisfaction	0.951	Reliabel
Services Quality	0.915	Reliabel

Source: data processed 2023

Based on the results of the data reliability test, it can be concluded that all the variables used in this study are reliable, this is because Cronbach's alpha is above 0.6. Based on the results it can be concluded that all instruments in this study can produce the same results so that the questionnaire can be used to carry out further testing.

PATH ANALYSIS

Table.Results of Path Analysis

Variable	direct influence	Indirect Influence	Total Influence	t count	Information
X-Y2	0.670		0.670	8,945	Signifikan
X-Y1	0.293		0.293	4,281	Signifikan
Y1-Y2	0.642		0.642	3,396	Signifikan
X-Y1-Y2		0.430	0.430		Signifikan

Source: data processed 2023

Sobel Test

The Sobel test is used to determine the effect of the mediating/intervening variable, namely service quality. A variable is called an intervening variable if the variable influences the relationship between the independent variable and the dependent variable. The Sobel test in this study is the result of the SPSS obtained, seen in the following table.

Table Description of Sobel Test results

Variabel	Unstandardized	Coefficients std.error	Standardized coefisients beta	Sig
X-Y2	1.325	0.148	0.670	0.000
X-Y1	0.996	0.233	0.293	0.000
Y1-Y2	1.106	0.118	0.642	0.000

Source: data processed 2023

$$\begin{aligned}
 Sab &= \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2} \\
 &= \sqrt{(1,106)^2 (0,148) + (1,325)^2 (0,118) + (0,148)^2 (0,118)^2} \\
 &= \sqrt{(1,2232)(0,0219) + (1,7556)(0,0139) + (0,0219)(0,0139)} \\
 &= \sqrt{0,0267 + 0,0244 + 0,0003} \\
 &= \sqrt{0,0514} \\
 &= 0,2267
 \end{aligned}$$

To test the significant level of indirect influence of the variable quality of human resources on community satisfaction through service quality, it is necessary to calculate the Z value of the ab coefficient with the following formula:

$$Z = \frac{ab}{sab} = \frac{1,106 \times 1,325}{0,2267} = 6,464$$

Z value (6,464) > 1.96 (absolute Z value) so that there is a significant indirect effect of the quality of human resources on community satisfaction through service quality.

The results of the hypothesis in this study can be described as follows.

- a. H1 = the effect of the quality of human resources has a significant effect on community satisfaction with a value of 0.000 < 0.05. so it can be concluded that the quality of human resources has a positive and significant effect on community satisfaction.
- b. H2 = the effect of the quality of human resources has a significant effect on service quality with a value of 0.00 < 0.05, so it can be concluded that

the quality of human resources has a positive and significant effect on service quality.

- c. The effect of service quality has a significant effect on community satisfaction with a value of 0.000. <0.05 . so it can be concluded that service quality has a positive and significant effect on community satisfaction.
- d. The influence of the quality of human resources has an indirect effect on community satisfaction through service quality with an absolute Z value of 1.96. Sobel test results show a value of 6,464 > 1.96 (absolute value). So it can be concluded that the quality of human resources has an indirect effect on community satisfaction through the quality of service at the population and civil registration services in Pinrang Regency.

C. DISCUSSION

a. **The Influence of the Quality of Human Resources on Community Satisfaction at the Department of Population and Civil Registry of Pinrang Regency**

The results of the data analysis that has been carried out show that there is a significant influence between the quality of human resources on community satisfaction, this is evidenced by the significance value obtained, which is $0.000 < 0.05$.

According to Afrizal (2014) the success of an organization in achieving its goals lies in the quality of reliable human resources. The important role of human resources determines the good and bad of the organization and it all depends on the existing employees. This research also supports Rantini's research (2021) the effect of the quality of human resources and quality of service on community satisfaction at the population and civil registration services in East Manggarai Regency which found that the quality of human resources has a positive and significant influence on community satisfaction.

Andi Nusul Akbar, Nurdin Brasit, Andi Reni, (2020) with the title the influence of science and technology and the quality of human resources in processing water hyacinth with high economic value in Tempe Lake, Wajo Regency. found that the quality of human resources has an important role to increase the high economy in companies and society.

Based on observations from interviews conducted by researchers, it was found that the quality of human resources in the population and civil registration services for Pinrang Regency must continue to improve because, judging from the answers of the 100 respondents, there are still many who only choose to agree from all the questions given to the community itself. . From the results of the data received, the population and civil registration services for Pinrang Regency are required to continue to improve the quality of human resources such as knowledge in serving, responsive to community interests, providing complete and professional information in serving.

b. **The Influence of the Quality of Human Resources on the Quality of Service at the Department of Population and Civil Registry of Pinrang Regency**

From the data analysis, a significant value was obtained between the quality of human resources and service quality because the value is smaller than the alpha value with a value of $0.000 < 0.05$. so it can be concluded that there is a direct significant influence between the quality of human resources on service quality

The quality of human resources according to Rahardjo (2018) says that the quality of human resources is only determined by aspects of skills or physical strength, but also determined by education or level of knowledge and experience or maturity and attitude.

Raymond (2015) with the research title analysis of the quality of human resources, service quality, organizational performance, public trust and community satisfaction (a case study of the dukcapil district of Nabire). in his research that the quality of human resources has a very positive and significant effect on service quality.

c. The Effect of Community Satisfaction on Service Quality at the Population and Civil Registry Office of Pinrang Regency

The results of data analysis obtained a significant value of community satisfaction with service quality with a value obtained $0.000 < 0.05$. it can be said that the better the quality of services provided, the higher the level of community satisfaction. According to Kotler (1997) satisfaction is the level of one's feelings after comparing (performance or results) that is felt compared to one's expectations.

Yusrizal (2018) with the title service quality of community satisfaction in KTP El services found that service quality has a significant and positive influence on community satisfaction.

Riska Suci Ramadani, Idayanti Nursyamsi, Andi Reni (2020) the effect of service quality and the marketing mix on customer satisfaction and loyalty to users of the grab application service in Makassar. said that service quality is very influential on customer satisfaction or, service quality can also reflect the attitude of an organization, the better the quality of service provided by the company, the higher the level of customer satisfaction

Badirun Basir, Nurdin Brasit, Nurdjanah Hamid, Musran Munizu, (2019) Implications of Service Quality and Internal Customer Orientation on Employee Job Satisfaction in this study said that the main factor in the success of a service company is how well the quality of service provided to customers. Therefore service quality is the main key to get this success

From the results of the respondents' answers about community satisfaction, there were still many indicators that made the community dissatisfied, especially the indicator of officers being on time in completing work, which was the lowest score of the other indicators. That this point is the most important for satisfaction because it concerns the completion time

d. The Indirect Influence of the Quality of Human Resources on Community Satisfaction Through the Quality of Service at the Department of Population and Civil Registry of Pinrang Regency

The Sobel test results obtained a Z value of $6,464 < 1.96$ (absolute Z value). These results indicate that the quality of human resources has an indirect influence on community satisfaction through the quality of services at the Pinrang district population and civil registration services. has the inference that the better the quality of human resources owned by the agency, the higher the community satisfaction. according to Pratiwi (2019) the quality of human resources is a resource that meets the criteria for physical and health quality, intellectual quality and skills and mental-spiritual quality.

based on the results of the analysis conducted, it can be concluded that service quality indirectly has an influence on community satisfaction.

There are indicators regarding employee response and responsiveness to the interests of the community but this indicator actually gets a low score compared to other indicators. According to Oliver (2019) satisfaction is the level of one's feelings after comparing perceived performance or results with expectations, so the level of satisfaction is a function of the difference between perceived performance and expectations. the community's expectations are appropriate, the community will be satisfied because their expectations are appropriate.

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