

QUALITY OF LICENSING SERVICES AND ONE STOP SERVICE IN MEDAN CITY, INDONESIA

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ABSTRACT: *Responsiveness is a policy to help and provide fast service to customers. In service, the ability to immediately overcome failures professionally can provide a positive perception of service quality. The form of concern can be done either through the achievement of information or explanations or through actions that can be felt by the customer. Based on the objectives of the one-stop Integrated Investment and Services Service, with the aspiration to provide quality services of course, the hope is to realize the rights of the people to get services that are easy, fast, efficient and effective. The best service is the most beneficial for the community. For this reason, the service program is a patron for the Medan One-Stop Investment and Integrated Service Service in carrying out all daily activities in providing services to the community. To discuss the formulation of the problem obtained and based on the concept of the concept of public service by Kotler (suprpto, 1997) which provides an assessment dimension of service quality with its relevance through the objectives of the Medan City One Stop Service and Investment Services*

KEYWORDS: Licensing Services; One Stop Services; Medan

INTRODUCTION

Responsiveness is a policy to help and provide fast service to customers. In service, the ability to immediately overcome failures professionally can provide a positive perception of service quality. The form of concern can be done either through the achievement of information or explanations or through actions that can be felt by the customer. Guarantees are knowledge and friendliness of employees and the ability to perform tasks spontaneously which can guarantee good work, thus giving rise to customer trust and confidence. Their level of knowledge will show a level of trust for customers, friendly, polite and friendly attitude is to show the attention of customers.

Empathy is providing guarantees that are individual or personal to customers and strive to understand customer desires. The level of concern and attention of the company to its customers individually will be highly coveted by customers. Problems and problems can arise and to what extent the level of concern for resolving problems, understanding the willingness and needs of customers can be actualized. Concern for the problems faced by customers, listening and communicating individually, all of which will show the extent of the level of service provided. Public control in maintaining the quality of services provided by government institutions is very important. Because the high and low quality of public services provided by the government can have a direct impact on a country's economic growth. This public control can be done by making an assessment by the community of the quality of service received from the government (Sibanda, 2012). Thus the phenomenon of public service in theory shows the dynamics of components and dimensions that need to be

considered. In the paradigm, the application of public services by local government organizations always faces the demands of the implementation of public services which are increasingly "humanizing humans" as the paradigm of the New Public Service.

REVIEW OF LITERATURE

Licensing Services

Lovelock (2004) in his book "Product Plus" suggests that Service Quality is an interesting idea about how a product if added with a service (service) will produce a force that benefits the organization in gaining profits even to face competition. There are 8 things about services that can be explained as follows (1). Information is the process of a quality service starting from the products and services needed by the customer. The provision of information channels that directly provide convenience in order to answer the customer's desires is important. (2). Consultation, after obtaining the desired information, customers need a good consultation regarding technical, administrative, and cost issues. For this reason, an organization must prepare the ingredients regarding consultation materials, consultation sites, employees / officers who serve, and time for free consultation. (3). Ordertaking, the assessment of customers at this point is emphasized on the quality of service which refers to the ease of filling out applications and administration that are not complicated, flexible, low cost, and the conditions are light. (4). Hospitality, customers who deal directly with will provide an assessment of the friendly and polite attitude of employees, a comfortable waiting room and other adequate facilities. (5). Caretaking, different background variations of customers will require different services. (6). Exemption, some customers sometimes want exclusion of service quality. (7) Billing, critical points are in administration of payments. This means that the service must pay attention to matters relating to the administration of payments, both concerning the transaction form filling list, payment mechanism to the accuracy of the calculation of bills. (8). Payment, at the end of the service, payment facilities must be provided based on the customer's wishes, such as bank transfers, credit cards, debits directly on the customer's account.

Public services organized by the government are influenced by many factors, both the factors that exist in the government as service providers, as well as factors on the part of the community as service recipients. The following will be expressed the views of experts regarding the factors that influence the quality of public services. Thoha (1995) suggests 2 (two) important factors that influence the quality of public services held by the government, namely:

1. Individual factors refer to human resources that are in the organization. The higher the ability of human resources in the organization, the more likely the organization concerned to provide quality services.
2. System factors that are used to refer to the mechanism and procedure of services used. In this case, in general, the more complicated and complicated procedures for the mechanism of public service delivery, the more difficult it is to realize quality public services. Conversely, the simpler and more transparent mechanism of procedures used, the more likely it is to improve the quality of public services.

According to Tandjung (2004) the element of service quality (service) consists of:

1. Physical Evidence

According to Tjiptono (2006), physical evidence (tangible) includes physical facilities, equipment, employees, and means of communication. This means the appearance of physical facilities, such as front office buildings and rooms, the availability of parking lots, cleanliness, neatness and comfort of the room, the completeness of communication equipment, and the appearance of employees. Infrastructure related to customer service must also be considered by company management.

2. Reliability

According to Tjiptono (2006), reliability is the ability to provide promised services immediately, accurately and satisfactorily. This means that the company provides its services right since the first time (right the first time). In addition, it also means that the company in question fulfills its promise, for example delivering its services in accordance with the agreed schedule. In this element, marketers are required to provide reliable products / services. Service products should not experience damage / failure. In other words, the product / service must always be good. The company members must also be honest in solving problems so that customers do not feel cheated. In addition, the promise must be made when promising something to the customer. Again, it should be noted that promises are not just promises, but promises must be kept. Therefore, a time schedule needs to be carefully arranged.

3. Response

According to Tjiptono (2006), responsiveness (responsiveness) is the desire of staff to help consumers and provide responsive service. Responsiveness can mean the response or alertness of employees in helping customers and providing fast service, which includes the alertness of employees in serving customers, speed of employees in handling transactions, and handling. Members of the company must pay attention to specific promises to customers. Another important element in this responsive element is that company members are always ready to help customers. Whatever position someone in the company should always pay attention to customers who contact the company.

4. Guarantee

According to Tjiptono (2006), assurance (assurance) covers the knowledge, ability, politeness, and trustworthiness of the staff; free from danger, risk or doubt. When competition is very competitive, company members must appear more competent, meaning having knowledge and expertise in their respective fields.

5. Empathy

According to Tjiptono (2006), empathy (empathy) is an ease of relationship, good communication, personal attention, and understanding the needs of consumers. Every member of the company should be able to manage time so that it can be easily contacted, either by telephone or in person. Ring the phone, try to make a maximum of three times, then answer immediately. Remember, the time the customer has is very limited so it is impossible to wait too long. Also try to make individual communication so that relationships with customers are more familiar. Company members also need to understand customers, meaning customers sometimes like small children who want everything or customers sometimes like fussy parents. Understanding the customer does not mean that the company members feel

"lost" and must "agree" with the customer's opinion, but at least try to compromise rather than fight.

Community Satisfaction Index

The Law of the Republic of Indonesia Number 25 of 2000 concerning the National Development Program (PROPENAS), seeks to improve the quality of public services. The government as a provider of public services must always improve its quality. as mandated in the Law, it is necessary to compile a community satisfaction index as a benchmark for assessing the level of service quality. The Community Satisfaction Index (IKM) is data and information about the level of community satisfaction obtained from the quantitative and qualitative measurement of community opinion in obtaining services from public service provider apparatus by comparing expectations and needs (KepmenPAN no. 25 of 2004). According to KepmenPAN No14 of 2017, there are several dimensions that explain the performance of public service employees. From these regulations, there are 14 things related to community satisfaction from services performed by employees / service personnel, namely as follows:

- 1) Service Procedure, namely the ease of service phases given to the community in terms of the simplicity of the service flow.
- 2) Service requirements, namely technical and administrative requirements needed to obtain services according to the type of service.
- 3) Clarity of service officers, namely the existence and certainty of officers who provide services (name, position and authority and responsibility).
- 4) Discipline of service personnel, namely the sincerity of officers in providing services, especially to the consistency of work time in accordance with applicable regulations.
- 5) Responsibility of service personnel, namely clarity of authority and responsibility of officers in the implementation and completion of services.
- 6) The ability of service personnel, namely the level of expertise and skills possessed by officers in providing / completing services to the community.
- 7) Speed of service, namely the target time for service can be completed within the time specified by the service delivery unit.
- 8) Justice services, namely the implementation of services by not behind the status / status of the people served.
- 9) Courtesy of service officers, namely the attitudes and behavior of officers in providing services to the community in a polite and friendly manner and mutual respect and respect.
- 10) Fairness of service costs, namely the affordability of the community towards the amount of fees set by the service unit.
- 11) Certainty of service costs, namely conformity between costs paid and costs that have been determined.

- 12) Certainty of service schedule, namely the implementation of service time according to the stipulated provisions.
- 13) Environmental comfort, namely the condition of clean, neat and orderly service facilities and infrastructure so that it can provide comfort to the recipient of the service.
- 14) Service security, which is guaranteed the level of environmental security of the service providers or facilities used, so that the community feels calm to get services to the risks caused by the implementation of services.

Public Service Measurement Standards

Basically, every human being needs service, even in extreme terms it can be said that service cannot be separated from human life (Sinambela, 2006). Therefore, the services provided to the community demand certain qualities. Services organized by managers through their apparatus, even though they are not intended to seek profit, but still must prioritize the quality of services that are in accordance with the demands, expectations and needs of the people served. In the increasingly critical condition of society, the public bureaucracy is required to be able to change its position and role (revitalization) in providing public services. From sloganis ways to realistic pragmatic ways of working (Miftah Toha, 1996). In Indonesia, efforts to set public service standards within the framework of improving the quality of public services have actually been carried out for a long time. These efforts, among others, were demonstrated by the publication of various policies such as:

- 1) Presidential Instruction Number 5 of 1984 concerning Guidelines for Simplification and Control of Licensing in Business Fields.
- 2) Decree of the Minister of Administrative Reform Number 81 of the Year 1993 concerning General Service Management Guidelines
- 3) Presidential Instruction Number 1 of 1995 concerning Quality Improvement and Improvement Government Apparatus Services to the Community.
- 4) Circular of the Coordinating Minister for Economic Affairs No. 56 / Wasbangpan / 6/98 concerning Real Steps to Improve Community Service and Medagri Instruction Number 20 of 1996.
- 5) Menkowasbangpan Circular Letter Number 56 / MK.Wasbangpan / 3/1999, and Circular of the Minister of Home Affairs Number 503/125 / PUOD / 1999, concerning improving the quality of services.
- 6) Kep.Menpan Number 81/1993 concerning General Service Management Guidelines.
- 7) Circular of the Ministry of Home Affairs Number 100/757 / OTDA of 2002 concerning Authority for the Implementation and Requirement of Minimum Service Standards.
- 8) Decree of the Minister of Apparatus Empowerment Number 63 / KEP / M.PAN / 7/2003 concerning General Guidelines for the Implementation of Public Services.
- 9) Decree of the Minister of Administrative Reform Number: KEP / 25 / M.PAN / 2/2004 concerning General Guidelines for Preparing the Community Satisfaction Index of Government Agency Service Units

- 10) Decree of the Minister of Administrative Reform Number: KEP / 26 / M.PAN / 2/2004 concerning Technical Guidelines for transparency and accountability of Public services
- 11) Government Regulation Number 65 of 2005 concerning Preparation and Application of Minimum Service Standards.
- 12) Minister of Home Affairs Regulation Number 6 of 2007 concerning Technical Guidelines for Preparation and Determination of Minimum Service Standards.
- 13) Law Number 25 of 2009 concerning Public Services
- 14) State Apparatus Empowerment Ministerial Regulation Number 36 of 2012 concerning Technical Guidelines for Preparation, Determination and Application of Service Standards
- 15) Regulation of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 15 of 2014 concerning Guidelines for Service Standards
- 16) Decree of the Minister of Administrative Reform and Bureaucratic Reform of the Republic of Indonesia Number 20 of 2017 concerning Determination of Top 99 Innovations.

DPMPTSP of Medan City

This service has a role as the main liaison between the business world and the government, DPMPTSP is mandated to encourage direct investment, both from within the country and abroad, through the creation of a conducive investment climate. After DPMPTSP was formed at the end of 2016, its function was increased as the organizer of One Stop Integrated Services according to Permendagri 100 Year 2016, so the target of this regional apparatus was not only to increase the amount of investment from domestic and abroad, but also to improve licensing services prime as stated in Menpan Decree Number 81 of 1993, among others: simple, clear, safe, transparent, efficient, economical, fair and timely. The functions of the regional apparatus for investment affairs as stipulated in Permendagri 100 of 2016 are investment planning, development of investment climate, investment promotion, investment licensing, investment control and implementation as well as processing of investment data and information. This institution does not merely act as a proactive advocate in the field of investment, but also as a facilitator between the government and investors. Since the establishment of the Medan City DPMPTSP at the end of December 2016, the Head of the Medan City DPMPTSP has only been definitive in May 2017 led by Ir.Hj. Purnama Dewi, MM.

DISCUSSION

Based on the objectives of the one-stop Integrated Investment and Services Service, with the aspiration to provide quality services of course, the hope is to realize the rights of the people to get services that are easy, fast, efficient and effective. The best service is the most beneficial for the community. For this reason, the service program is a patron for the Medan One-Stop Investment and Integrated Service Service in carrying out all daily activities in providing services to the community. To discuss the formulation of the problem obtained and based on the concept of the concept of public service by Kotler (suprpto, 1997) which

provides an assessment dimension of service quality with its relevance through the objectives of the Medan City One Stop Service and Investment Services, among others:

a. Tangibles (Direct evidence)

Direct evidence in One-Stop Integrated services greatly influences the good and bad of the One-Stop Integrated Services provided by the investment service. To further find out the quality of service in the Medan Investment and One-Stop Services in the City of Medan can be seen in the analysis of data presented in table form. Analysis The data description aims to get a general description of the quality of Integrated One-Stop services at the Investment and Integrated Services One Pintu Kota Medan, presentation of data processed descriptively using frequency table distribution, then the following will be presented questionnaire results data based on question items in the form of frequency tables and percentages regarding the service quality of Medan City One Stop Services and Integrated Investment Services, among others ; physical facilities, employee equipment, and means of communication in the Medan City One Stop Services and Investment Services for 50 respondents who became Customers. To obtain more accurate data can be seen in the following table:

Table 1. Respondents' response to the expectations of service quality in terms of direct evidence, namely the availability of physical facilities, employee equipment, and facilities for comfort support communication

No.	Answer Category	Frequency	Percentage
1.	Setuju	50	100
2.	Tidak Setuju	-	-
Total		50	100

Data Source: Results of processed questionnaire data

Table 1. It can be understood that Service Quality Expectations in terms of Direct evidence are the availability of physical facilities, employee equipment, and communication facilities such as writing desks, air conditioners, stationery, employees' names, uniforms, announcements and notice boards / information that can be understood by the public general, seating and other matters relating to comfort supporters have reached the level of agreement reaching 100% of respondents who stated their agreement.

This was confirmed by LISTRIANI, SE as Acting The Head of the Policy, Deregulation, Extension and Service Improvement Section, in his statement:

"The purpose of this service is a one-stop service. Our top priority is customer satisfaction so that anyone who wants to take care of licensing in our business will facilitate with support and priority of comfort so that there is no one when the customer is taking care of licensing out of our office, he will complain about facilities that support their comfort in managing permits."

b. Reliability

Reliability in Integrated One-Stop services greatly influences the good and bad of the One-Stop Integrated Services provided by the investment service. To further find out the

expectations of services in the investment service in providing services immediately, accurately and satisfactorily can be seen in the analysis of data presented in table form.

Table 2. Respondents' Response About Expectations of Service Quality in Terms of Reliability Namely the Ability to Provide Services Immediately, Accurately and Satisfying

No.	Answer Category	Frequency	Percentage
1.	Agree	50	100
2.	Disagree	-	-
Total		50	100

Data Source: Results of processed questionnaire data

This table can be understood that the Quality Assurance Expectation in terms of Reliability, namely the ability to provide services promptly, accurately and satisfactorily, is very much needed because the officers' dexterity in solving bureaucratic matters is expected. This is evidenced by 100% of respondents stating their agreement so that excellent service can be realized. In line with the data above, YOFITA HUTAGALUNG, SP, MM Head of Complaints Section and Information Service revealed:

"We have made facilities such as complaint and sms boxes in the event of a procedural error in our service area, especially the service department, it is not easy if we get a perfect appreciation because we also try our utmost to help our customers in doing clever and accurate licensing"

c. Responsiveness

Responsiveness in Integrated One-Stop services greatly influences the good and bad of the One-Stop Integrated Services provided by the investment service. To further find out the level of expectation of service in the One Stop Integrated Services provided by the formal planting service can be seen in the analysis of data presented in table form.

Table 3. Respondents' Responses About Expectations of Service Quality in terms of Responsiveness Namely the Desires of Staff to Help Customers and Provide Responsible Services

No.	Answer Category	Frequency	Percentage
1.	Agree	50	100
2.	Disagree	-	-
Jumlah		50	100

Data Source: Results of processed questionnaire data

Table 3 can be understood that the Service Quality Expectations in terms of Responsiveness ie when the customer has difficulties and responsiveness to help has reached the level of agreement of 100% of respondents who stated their agreement to be assisted with

responsiveness of official staff. In other words, every person who takes care of permission wants to pay attention to their needs without buying time or letting the customer get confused.

No exception what was also conveyed by MHD. JULIANDRO HARVANDI SIBARANI, SP Head of the General Subdivision stating:

"We urge all employees of all sections and staff to be able to help customers who want to take care of licensing, if the delivery of messages through information facilities cannot be digested, the customer can immediately ask our employees, the term" welcome "to anyone because we also realize that some development is their contribution too."

d. Confidence

Confidence in one-door service greatly influences the good and bad of the investment service of Medan City. To further find out the quality of service in the Medan One-Stop Service Investment Office, namely the knowledge and politeness of employees and their ability to generate trust and assurance. Expectations of the quality of beliefs can be seen in the analysis of data presented in table form.

Table 4 . Respondents' Responses About Expectations Of Service Quality From Aspects Of Belief Namely Knowledge And Courtesy Of Employees And Their Ability To Raise Trust

And Guarantee

No.	Answer Category	Frequency	Persentase
1.	Agree	50	100
2.	Disagree	-	-
Jumlah		50	100

Data Source: Results of processed questionnaire data

e. Emphaty

Attention in medical services greatly affects both the bad and the services of the Integrated Investment and Services Office of the one Medan City given. To further find out the level of quality of service in the Investment and Integrated Services One Door of the City of Medal can be seen in the analysis of data presented in table form.

Table 5. Respondents' Responses About the Quality of One-Door Services From Attention namely Ease of Making Communication Relationships and Understanding Customer Needs

No.	Answer Category	Frequency	Persentase
1.	Agree	50	100
2.	Disagree	-	-
Jumlah		50	100

Data Source: Results of processed questionnaire data

Table 5 can be understood that the expectation of one-door service quality from the aspect of attention, namely when the ease of communicating and understanding customer needs has reached the level of agreement of 100% of respondents who expressed their agreement to get humanitarian services. In line with this, Ir. Hj. PURNAMA DEWI, M.M. Head of Medan City Investment and Integrated Services Office:

"We continue to do our attention because it has become our SOP, excellent service is the main priority of all staff and staff in the PMPTSP Service Environment. It is also important to realize that our commitment and intention together in accordance with Medan's vision and mission are expected to meet the success of the objectives of the One-door implementation, and do not forget that the SOP is an appropriate guide so that results cannot be expected."

CONCLUSION

The quality of one-stop service by PMPTSP of Medan is something that needs to be considered from the service providers. To support the implementation of quality services, of course there are several things that need to be considered by the implementers, namely the relevant agencies that carry out service programs. Like existing infrastructure facilities, the quality of human resources serving in this case employees and staff, attitudes of employees / staff support the implementation of this procedure maximally.

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