

Effect Of Service Quality On The Satisfaction Of Fish Cultivation In Pondong New Village, Kuaro District, Paser Regency

Muhammad Rasyid Ridha¹, Darmanto² and Sofjan Arifin³

*Program Pasca Sarjana Magister Administrasi Publik
Universitas Terbuka*

Abstract

The Paser Regency Fisheries Service has provided satisfying services to farmers fish in village cottage New Subdistrict Quaro Regency Paser . The purpose of this research is to analyze how many big influence quality service which consists of from : Evidence direct, Reliability, Power Responsive, Guarantee and Empathy to satisfaction Cultivator Fish in the Village cottage New Subdistrict Quaro Regency Paser with a sample of 100 respondents . Test analysis method validity, reliability test, regression equation multiple , correlation coefficient and determination, F test, and t test with research results of 48 valid 44 and 4 invalid question items with a reliability level of 97%. The correlation coefficient is very strong between direct evidence (X₁) , reliability (X₂), responsiveness (X₃) , amen (X₄) , empaty (X₅) with satisfaction of fish farmers. F test results are influence variables together direct evidence (X₁), reliability (X₂), responsiveness (X₃), assurance (X₄) , empathy (X₅) to satisfaction of fish cultivators in Pondong Baru Village, Kuaro dan District results t test all researched variables _ have influence to to the satisfaction of fish cultivators in Pondong Baru Village, Kuaro Subdistrict with the Dinas Fishery Regency Paser .

Keywords : direct evidence, reliability, responsiveness, assurance, empathy, satisfaction

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I. PRELIMINARY

The implementation of services carried out by the Paser Regency Fisheries Service to the community is basically to provide satisfaction and certainty for the services provided. In this case the Paser District Fisheries Service made efforts and steps and responded to the response and expectations of the community.

The services provided to fish cultivators must be managed properly so that later it is hoped that they will be able to meet the expectations of the community, because the community has an important role to play in comparing service quality evaluation standards with the satisfaction they get.

The level of perceived service quality can be satisfactory if the quality of service provided exceeds the expectations of fish cultivators as Wickof's opinion in Yulian Zamit.

There are five dimensions of service quality that can provide satisfaction to the community as according to Zeithaml Parasuraman-Berry (1985), in Zulian Yamit (2013, p.10-11) covering the five dimensions of service characteristics, namely:

1. Tangibles (direct evidence), which includes physical facilities, equipment, employees and means of communication.
2. Reliability, namely the ability to provide services promptly and satisfactorily and in accordance with what has been promised.
3. Responsiveness, namely the desire of staff to help customers and provide responsive service.
4. Assurance, which includes the ability, courtesy and trustworthiness of the staff, free from danger, risk or doubt,
5. Empathy, which includes ease in making relationships, good communication, and sincere attention to customer needs.

The Paser Regency Fisheries Service can make this happen through the availability of facilities and infrastructure such as the availability of adequate waiting room facilities, equipment in the work space such as 2 computers/PCs or laptops, communication media and technology media can be used if the arrangement is online

with forms available digitally, bathroom facilities in the waiting room, and the number of staff providing services to fish farmers.

As institutions and institutions that provide optional services to fishing communities and fish cultivators, the Paser District Fisheries Service based on Regional Regulation No. 14 of 2016 concerning the formation and composition of regional apparatuses, services that can be provided in the aquaculture sector in article 12 paragraphs 1 and 2 have the task of implementing coordinating, formulating the establishment of policies and program planning for fish farming development activities, aquaculture fishery facilities and infrastructure as well as institutions and permits for fish farming businesses and to carry out the tasks referred to in the Aquaculture Fisheries Sector.

Thus the services provided have a dynamic relationship between service providers and service recipients so as to create satisfaction between the two. The real role of the Fisheries Service is not only to carry out their duties and functions, here the role in providing services to fish cultivators is increasingly absolutely necessary because to improve the quality and quantity as well as the productivity of the fish cultivators themselves, where the technical operational development of fish cultivators is contained in training programs and activities. fish cultivation in accordance with the norms, standards, procedures and criteria stipulated by the Government.

II. RESEARCH METHODS

The method used in this research is a quantitative descriptive research method with fish cultivators in Pondong Baru Village, Kuaro District, Paser Regency. Sources of research data sourced from primary data obtained directly from research sources or research objects through questionnaires to predetermined respondents. The number of samples in this study were 100 fish cultivator respondents in Pondong Baru Village using simple random sampling technique. The data that has been collected in the form of a questionnaire is tested using:

1. Validation test is used to measure whether or not a questionnaire is valid. 2. The reliability test is a test to ascertain whether the research questionnaire that will be used to collect research variable data is reliable or not. While the method of analysis is as follows: 1. Multiple Linear Regression Analysis is used to predict the value of the dependent variable if the value of the independent variable increases or decreases and to determine the direction of the relationship between the independent and dependent variables whether each independent variable is positively or negatively related. 2. Analysis of the Correlation Coefficient (R) is used to determine the relationship between two or more independent variables (X1,X2,...Xn) on the dependent variable (Y) simultaneously (Priyatno 2010), 3. Calculation of the Coefficient of Determination (Adjusted R2) is used to determine the percentage contribution of the independent variables jointly to the dependent variable, 4. The Joint Regression Coefficient Test (F Test) is used to determine whether the independent variables (X1,X2,...Xn) jointly influence the significant to the dependent variable (Y), 5. Partial Regression Coefficient Test (t test) is used to determine whether in the regression model the independent variables (X1, X2, Xn) partially have a significant effect on the dependent variable (Y) (Priyatno 2010).

III. RESEARCH RESULT

1. Validity Test

Based on the table above, it shows the validity coefficient for the 48 question items both in the service quality variable and in satisfaction, it can be concluded that there are 44 question items that are valid as a measuring tool because they have $r_{count} > 0.284$ and there are 4 invalid questions.

Validity Test Results for Each Question

No Urut	R _{result}	Koefesien korelasi	Status
1	0.707	0.284	valid
2	0.578	0.284	valid
3	0.768	0.284	valid
4	0.707	0.284	valid
5	0.768	0.284	valid
6	0.707	0.284	valid
7	0.707	0.284	valid
8	0.707	0.284	valid
9	0.707	0.284	valid
10	0.768	0.284	valid
11	0.707	0.284	valid
12	0.707	0.284	valid

No Urut	R _{result}	Koefesien korelasi	Status
13	0.707	0.284	Valid
14	0.707	0.284	valid
15	0.578	0.284	valid
16	0.768	0.284	valid
17	0.768	0.284	valid
18	0.707	0.284	valid
19	0.450	0.284	valid
20	0.768	0.284	Valid
21	0.768	0.284	Valid
22	0.707	0.284	Valid
23	0.707	0.284	Valid
24	0.707	0.284	valid
25	0.102	0.284	Tidak valid
26	0.016	0.284	Tidak valid
27	0.141	0.284	Tidak valid
28	0.768	0.284	Valid
29	0.707	0.284	Valid
30	0.768	0.284	Valid
31	0.707	0.284	Valid
32	0.450	0.284	valid
33	0.768	0.284	valid
34	0.768	0.284	valid
35	0.707	0.284	valid
36	0.707	0.284	Valid
37	0.222	0.284	Tidak Valid
38	0.644	0.284	Valid
39	0.578	0.284	Valid
40	0.768	0.284	valid
41	0.707	0.284	valid
42	0.707	0.284	valid
43	0.768	0.284	valid
44	0.768	0.284	valid
45	0.768	0.284	valid
46	0.707	0.284	valid
47	0.768	0.284	valid
48	0.768	0.284	valid

2. Reliability Test

Shows the results of the calculation of the research variables, it can be concluded that all question items are reliable as a measuring tool because the cronbach alpha value is $0.970 > 0.6$.

Tabel.4.52. Reliability Test

Cronbach's Alpha	N of Items
0,970	48

3. Multiple Linear Regression Equations

Calculation Results of Multiple Linear Regression Equations

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	0,028	0,103	
1 Immediate Evidence	0,150	0,062	0,142

Reliability	0,197	0,056	0,193
Responsiveness	0,169	0,074	0,150
Guarantee	0,187	0,051	0,197
Empathy	0,349	0,062	0,346

Based on the table above, the results of the regression equation are as follows:

$Y = 0.028 + 0.150 (X1) + 0.197 (X2) + 0.169 (X3) + 0.187 (X4) + 0.349 (X5)$. The multiple linear regression equation can be explained as follows:

A constant of 0.028 means that fish cultivator satisfaction in Pondong Baru Village, Kuaro District is 0.028 if direct evidence (X1), reliability (X2), responsiveness (X3), assurance (X4) and empathy (X5) are constant or fixed.

The regression coefficient of direct evidence (X1) has a positive effect on fish cultivator satisfaction in Pondong Baru Village, Kuaro District of 0.150, meaning that direct evidence (X1) will increase fish cultivator satisfaction in Pondong Baru Village, Kuaro District by 0.150 or fish cultivator satisfaction in Pondong Baru Village, Kuaro District will be $0.028 + 0.150 = 0.078$ if direct evidence (X1) is increased by 1 level.

The reliability regression coefficient (X2) has a positive effect on fish cultivator satisfaction in Pondong Baru Village, Kuaro District of 0.197, meaning that an increase in one level of reliability (X2) will increase fish cultivator satisfaction in Pondong Baru Village, Kuaro District by 0.197 or satisfaction of fish cultivators in Pondong Baru Village, District Quaro will be $0.028 + 0.197 = 0.225$ if reliability (X2) is increased by 1 level.

The responsiveness regression coefficient (X3) has a positive effect on fish cultivator satisfaction in Pondong Baru Village, Kuaro District of 0.169, meaning that an increase in one level of responsiveness (X3) will increase fish cultivator satisfaction in Pondong Baru Village, Kuaro District by 0.169 or fish cultivator satisfaction in Pondong Village. The new Kuaro District will be $0.028 + 0.169 = 0.097$ if the responsiveness (X3) is increased by 1 level.

The guarantee regression coefficient (X4) has a positive effect on fish cultivator satisfaction in Pondong Baru Village, Kuaro District of 0.187, meaning that an increase in one level of guarantee (X4) will increase the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District by 0.187 or fish cultivator satisfaction in Pondong Baru Village, District Quaro will be $0.028 + 0.187 = 0.115$ if the guarantee (X4) is increased by 1 level.

The empathy regression coefficient (X5) has a positive effect on fish cultivator satisfaction in Pondong Baru Village, Kuaro District of 0.349, meaning that an increase in one level of empathy (X5) will increase fish cultivator satisfaction in Pondong Baru Village, Kuaro District by 0.349 or fish cultivator satisfaction in Pondong Baru Village, District Quaro will be $0.028 + 0.349 = 0.377$ if empathy (X5) is increased by 1 level.

4. Calculation of the Correlation Coefficient (R) and the Coefficient of Determination (R2)

Calculation results of the correlation coefficient (R) and the coefficient of determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,976	0,953	0,951	0,05059

The correlation coefficient r is 0.976, this number means that the relationship between direct evidence (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) and fish cultivator satisfaction is very strong.

The coefficient of determination or the adjusted sequence value of the correlation coefficient is 0.951, meaning that the variation in fish cultivator satisfaction is 95% which is explained by the variation in changes in direct evidence (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) while 5% is explained by variations in changes in other variables that are not taken into account.

5. F Test (Simultaneous)

To find out to what extent direct evidence variables (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) affect fish cultivator satisfaction in Pondong Baru Village, Kuaro District, can be seen in the following table:

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	4,916	5	0,983	384,09	0,00
Residual	0,241	94	0,003		
Total	5,156	99			

Data sources are processed

In testing the F test significant level (α) = 5% obtained F count = 384.095 with a significant level of 0.000 means that it has shown a good model.

To find out the effect of the variables simultaneously used the F test is done by comparing the value of F count with F table if F count > F table then Ha is accepted Ho is rejected, meaning that there is a significant influence of the independent variable on the dependent variable and if F count < F table then Ha is rejected Ho is accepted. There is no significant influence of the independent variables on the dependent variable using the one-way F test and degrees of freedom with a confidence level of 95% (α = 5%).

Based on table 4.51 above, it can be obtained F count 384.095 with F table 2.20 meaning F count 384.095 > F table 2.20 thus Ha is accepted Ho is rejected, meaning that there is a significant influence of the independent variables on the dependent variable.

So it can be concluded that the hypothesis which states that there is an influence simultaneously on direct evidence variables (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) on fish cultivator satisfaction in Pondong Baru Village, District Quaro to the Paser District Fisheries Service can be accepted or Ha is rejected Ho is accepted.

6. Partial T Test Coefficient

Model	T _{result}	t _{table}	Sig
Immediate Evidence	2.414	1.983	0.018
reliability	3.512	1.983	0.001
Responsiveness	2.269	1.983	0.026
Guarantee	3.677	1.983	0.000
Empathy	5.618	1.983	0.000

Direct evidence (X1) t count value of 2,414 is t table of 1,983 or t count 2,414 > t table 1,983 which means that the direct evidence variable (X1) has an influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District at the Fisheries Service, Paser Regency with a significant level 0.018.

Reliability (X2) t count value of 3,512 equals t table of 1,983 or t count 3,512 < t table 1,983 which means that the reliability variable (X2) has a significant influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District at the Fisheries Service, Paser Regency with a significant level of 0.001 .

Responsiveness (X3) value of t count 2.269 equals t table of 1.983 or t count 2.269 > t table 1.983 which means that the responsiveness variable (X3) has an influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District at the Fisheries Service of Paser Regency with a significant level 0.026.

Guarantee (X4) t count value of 3,677 equal to t table of 1,983 or t count 3,677 > t table 1,983 which means that the guarantee variable (X4) has a significant influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District at the Fisheries Service, Paser Regency with a significant level of 0.000 .

Empathy (X5) t count value of 5,618 equals to t table of 1,983 or t count 5,618 > t table 1,983 which means that the empathy variable (X5) has a significant influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District, at the Paser District Fisheries Service with a significant level of 0.000 .

IV. DISCUSSION

1. The effect of direct evidence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District, at the Paser District Fisheries Service.

It can be explained by direct evidence at the Paser District Fisheries Service regarding the question of equipment that is modern, facilities that look visually attractive, employees who have a neat and professional appearance, materials related to services that have visual appeal.

With the results of the research variable direct evidence (X1) the value of t count 2,414 equals t table of 1,983 or t count 2,414 > t table 1,983 which means that the direct evidence variable (X1) has an influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District at the Fisheries Service Paser Regency with a significant level of 0.018.

Where the correlation coefficient r is equal to 0.976 this number means that the relationship between direct evidence (X1) and fish cultivator satisfaction is very strong.

The results of this study were also supported by the results of random interviews with fish farmers in Pondong Baru Village, who said that direct evidence or the facilities and infrastructure available at the Fisheries Service were very adequate to make it easier for them to arrange the permits and services they requested.

2. The effect of reliability on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District, at the Paser District Fisheries Service.

With these service quality characteristics, the researcher asked questions to respondents, namely the availability of services as promised, the reliability of employees in handling service problems to cultivators, serving cultivators correctly the first time, employees providing services at the promised time, employees in providing services free of error, employees who have the knowledge to answer the questions of the respondent cultivators answered very well according to the results of the t test.

With the results of the study the reliability variable (X2) the value of t count 3,512 equals to t table of 1,983 or t count 3,512 < t table 1,983 which means that the reliability variable (X2) has a significant influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District at the Fisheries Office, Paser Regency with a significant level of 0.001.

With these results, at the same time the researchers also conducted interviews with several fish cultivators, they explained that the reliability of the Kabuoaten Paser Fisheries Service employees was very familiar with services in the fisheries sector and according to their needs and this view could be proven by the results of the correlation test.

3. Responsiveness to the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District at the Paser District Fisheries Service.

Researchers asked questions to respondents with indicators of Fisheries Service employees. Always inform fish cultivators about when services will be carried out, timely service for fish cultivators, willingness to help fish cultivators, readiness to respond to fish cultivators' requests.

By asking the respondent, there were three questions posed to the respondent which were unsatisfactory for fish cultivators, namely the question whether the Fisheries Service Officer assisted the fish cultivator in arranging permits and whether the Fisheries Service employee was very helpful in obtaining permits. taking care of permits and this is in line with the results of the t test that the responsiveness of the Fisheries Service staff is the variable that has the lowest contribution to satisfaction of fish cultivators in Pondong Baru Village.

With the results of the research variable responsiveness (X3) the value of t count is 2,269 equal to t table of 1,983 or t count 2,269 > t table 1,983 which means that the responsiveness variable (X3) has an influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District at the District Fisheries Service Paser with a significant level of 0.026.

Even though the correlation is very strong, in fact this variable can be a motivation for Paser Regency Fisheries Service employees to improve services for fish cultivators in Paser Regency.

4. Pengaruh Jaminan dengan kepuasan pembudidaya ikan Desa Pondong Baru Kecamatan Kuaro pada Dinas Perikanan Kabupaten Paser.

With question indicators covering Fisheries Service employees instilling confidence in fish cultivators, Fisheries Service employees providing a sense of security to fish cultivators in managing permits, employees who are always polite in providing services with these indicators with six question items all declared valid.

To strengthen the data on the results of respondents' answers to the questionnaire, the researcher also conducted interviews with fish cultivators about what guarantees were given by the Paser District Fisheries Service employees when dealing with employees, they basically asked to be given confidence, good communication to create a sense of trust in them, because they believe in Fisheries Service Employees who are competent in this field and this is in accordance with the results of the guarantee variable (X4) the value of t count 3.677 is t table of 1.983 or t count 3.677 > t table 1.983 which means that the guarantee variable (X4) has a significant influence on satisfaction fish cultivators in Pondong Baru Village, Kuaro District at the Paser District Fisheries Service with a significant level of 0.000 and has a very strong correlation coefficient on fish cultivator satisfaction.

5. The influence of Empathy on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District, at the Paser District Fisheries Service.

In the questionnaire distributed to respondents with question indicators, giving personal attention to customers, employees who deal with customers in a considerate way, putting the best interests of customers first, employees who understand the needs of their customers, safe business hours.

With the 8 questions asked, there are seven valid questions and 1 invalid question, thus the questions asked about the full attention of employees towards fish cultivators have no relationship so that the results of interviews conducted with their respondents said that empathy for fish cultivators greatly affects satisfaction. because they really need communication, certainty of service working hours and understanding the needs of fish cultivators with this certainty will make it easier for them especially with the conditions of their place and location from the Fisheries Service office which is quite far and requires distance and travel time.

Thus if we relate the results of the interviews with the results of the empathy test (X5) with fish cultivator satisfaction it is very strong and this is also reinforced from the results of the t test where the empathy variable (X5) has a t count of 5,618 equal to t table of 1,983 or t count 5,618 > t table 1,983 which means that the empathy variable (X5) has a significant influence on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District, at the Paser District Fisheries Service with a significant level of 0.000.

From the results of the study the coefficient of determination or adjusted square, the value of the correlation coefficient is 0.951, meaning that the variation in fish cultivator satisfaction is 95% which is explained by the variation in changes in direct evidence (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) while 5% is explained by variations in changes in other variables that are not taken into account.

Thus it can be concluded that the hypothesis is rejected or H_0 is rejected and H_a is accepted, meaning that empathy has a dominant effect on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District.

Thus the fish cultivator respondents in Pondong Baru Village, Kuaro District, regarding the quality of services provided by the Paser District Fisheries Office, they consider that direct evidence is well available, staff reliability is very good, as well as guarantees and empathy are very good, which need getting attention is in responsiveness.

The results of the f test together can be concluded that the hypothesis states that it is suspected that there is an effect together of direct evidence variables (X1), reliability (X2), responsiveness (X3), assurance (X4), empathy (X5) on satisfaction fish cultivators in Pondong Baru Village, Kuaro District, to the Fisheries Office of Paser Regency, can be accepted or H_a is rejected, H_0 is accepted.

V. CONCLUSION

Based on the results and discussion it can be concluded as follows:

1. The relationship between service quality, which consists of direct evidence, reliability, capture power, assurance, empathy and fish cultivator satisfaction in Pondong Baru Village, Kuaro District, is very strong.
2. Direct evidence, reliability, responsiveness, assurance and empathy have an effect on the satisfaction of fish cultivators in Pondong Baru Village, Kuaro District.

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