

Public Service Management in North Buton District

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ABSTRAK

Program Pemerintah Daerah mempercepat reformasi birokrasi untuk mendorong pengembangan pemerintahan elektronik melalui sistem TI. Hal ini menunjukkan upaya pemerintah untuk meningkatkan layanan masyarakat. Undang-Undang Nomor 25 Tahun 2009 tentang pelayanan publik memenuhi tuntutan masyarakat untuk pelayanan yang efisien dan efektif. Peraturan Menteri Pendayagunaan Aparatur Negara nomor 53 tahun 2017 tentang penyelenggaraan Mal Pelayanan Publik (MPP) membawa terobosan dan inovasi dalam pelaksanaan layanan bagi masyarakat di Kabupaten Buton Utara, yang mencakup 297 layanan di 53 instansi dan 97.690 orang. Mal pelayanan publik menghadapi masalah dengan server yang digunakan dan keengganan masyarakat untuk menggunakan fasilitas.

ABSTRACT

The Regional Government Programme is accelerating bureaucratic reform for the development of electronic governance in information technology systems. It proves that the government is working to improve the quality of service to the public. Law No. 25 of 2009 on public services as the fulfilment of the demands of the public in quality services efficient and effective. This, as a breakthrough and innovation was realized by the Regulation of the Minister of State Apparatus Public Service No. 53 of 2017 on the maintenance of public service goods (MPP) in the implementation of services for the community in North Buton district with a total of 297 services in 53 instances and a total number of 97.690 visitors. The problems faced in the public service mall are related to the servers used and still minimality of the community in using the facility.

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INTRODUCTION

Running a region's government effectively depends on the public service sector. This mature, good government must be able to provide its citizens with public services. Being a primary service by abiding by the established system and service processes is one way to enhance public service. It represents the Regional Autonomy policy, which calls for the local government's adversaries to deliver public services that are more effective, efficient, and satisfactory. Public services provided by the government apparatus still have many flaws and cannot provide the level of quality that the public expects. This is defined by the continued existence of numerous public complaints made through the media, which can harm the people's perception of the government. Since serving the public is the government's main responsibility, efforts must be made to raise the level of service. The provision of public services by the public apparatus to the public is an implied function of the state apparatus acting as the servant of the public, so the position of the government apparatus in providing public services is very strategically important because it will determine the extent to which the government is able to provide the best service for the public and the extent to which the state has successfully carried out its role in accordance with the goals for which it was established. According to Moenir (2006), public service is the activity carried out by an individual or group of individuals based on material considerations using specific systems, procedures, and methods in an effort to further the rights and interests of others. By supporting and working together to attain the objectives of national development, public and governmental activities can be coordinated. As required by Law of the Republic of

Indonesia No. 25 of 2000 on the National Development Planning System (SPPN), one endeavor to raise the caliber of public services is to construct a public satisfaction index as a gauge for determining the caliber of services. Additionally, the information from the public satisfaction index can be used to examine the aspects of services that still need improvement and serve as a motivator for each unit of service providers to raise the bar on their level of customer happiness. Given the wide range of service types with various natures and characteristics, general guidelines are needed to be used as a reference for the authorities—the central government, the provincial government, and the district or city—to know the level of performance of the service unit in the environment of the respective authorities. This will facilitate the compilation of the Index of Public Satisfaction (ICM) service units. The development of the assessment components used the outcomes of the research collaboration between the BPS and the Ministry of PAN as a reference. In order to measure the index of community satisfaction of service units, the research yielded 48 (forty-eight) significant elements that span a variety of service sectors, as well as 14 (fourteen) elements from academic and scientific testing results that can be applied to all types of services. However, each service unit may include components that it deems appropriate given its features.

One of the achievements the government has made to raise the standard of public service is the Public Service Act No. 25 of 2009. The administration of public services in Indonesia is based on this statute. The state apparatus must be ready to provide the public service in order for all parties to be able to implement this law effectively. According to the law, a public service is any activity or group of activities undertaken to offer goods, services, or administrative services to citizens and residents in compliance with the rules and regulations of each such jurisdiction. Public service is one of the fundamental duties of the government bureaucracy, as stipulated in the legislation. Every level of society has interacted with bureaucracy at some point, such as when applying for permits, issuing statements, or dealing with other issues that frequently go through a lengthy process. The occurrence in the middle of society demonstrates that there are still a lot of concerns about public services. Consider public service grievances against hospitals that concern both administrative and medical services. If this kind of public complaint is not resolved, the institution's reputation will suffer. Public engagement in the government's development program will decline if the image is negative. This adult public's preference for bettering public services has a tendency to rise over time. The public's opinion of the state apparatus' performance of public duties is deteriorating. The government cannot ignore this occurrence. For the fulfillment of a premier public service, equipment performance enhancements and other improvements are crucial. It turns out that the moral and ethical concerns of bureaucracy are directly related to the public's growing expectations for the quality of public services. According to Kumorotomo (1997), bureaucrats must have a strong sense of ethics if they are to be able to serve the needs of the general public. This means that carrying out public service obligations effectively requires support from moral and ethical principles as well as the attitudes and behaviors of a professional apparatus. When providing public duty, the state apparatus must possess knowledge, a positive outlook, and excellent morals. Additionally, the State apparatus should be aware of how satisfied the general population is with the service provided. Hospitals, Puskesmas, the Population and Civil Records Service, the Integrated Service Office, and Section Office are a few institutions that provide public services that the community commonly utilizes. Government is a body that serves as a public nonprofit organization in order to fulfill its job as a provider of public services to the community.

Literature Review

Public Service Management

Public service is in principle directed at human beings. It has become the standard for every human being to serve, even in extreme terms it can be said that service is inseparable from human life. Since mankind's birth, he has been in need of service, as Rusli (2004) stated that during his lifetime, man has always needed service. Service, according to him, is in line with the life cycle theory of leadership that at the beginning of a child's life service is physically very high, but with age the service required will decrease.

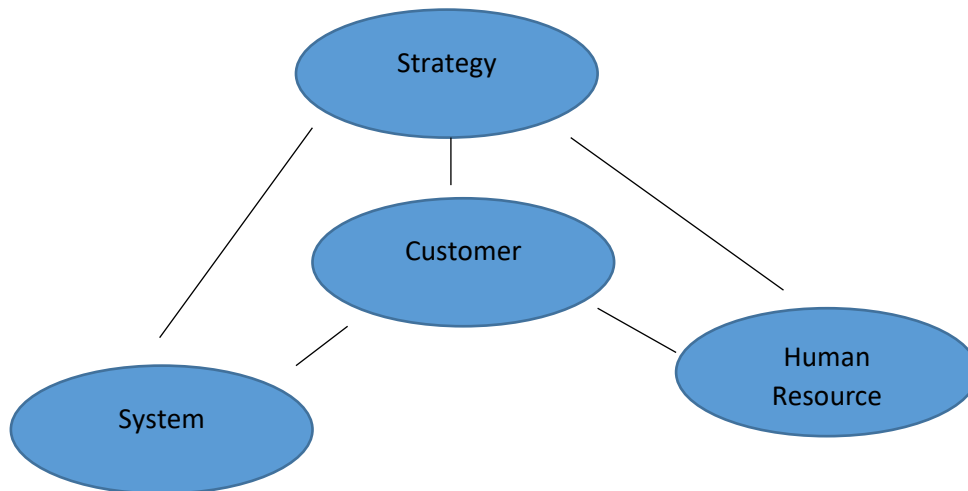
Referring to the opinion above, makes proof that public service is a form of service provided by the government to meet the life needs of the people. Public services must also be referred to and supported by applicable laws or regulations so that they can serve as a reference in their organization. In addition to the government that is the organizer of public services, it is possible that public services are aided by non-governmental organizations such as Swasata.

Public Service Principles In the maintenance of public services should be done with the following principles of public service:

- a) Simple, Service standards that are easy to understand, easy to follow, easily implemented, easily measured, with clear procedures and affordable for the public and organizers.
- b) Participatory, drafting of Service Standards involving the community and the parties concerned to discuss together and obtain agreement on the basis of commitment or outcome of agreement. Accountable, matters laid down in the Services Standards must be executable and accountable to the interested parties.
- c) Sustainable, Service Standards must be continuously improved as an effort to improve the quality and innovation of services. e. Transparency, Services Standards should be easily accessible to the public.
- d) Fairness, Service Standards must ensure that the services provided can reach all communities of different economic status, geographical distances, and differences in physical and mental capacity.
- e) Good service management model can only be achieved if, within the internal environment of a service provider, there are several factors, namely, a service system that gives priority to the interests of the customer, a culture of service within a service organization and human resources that give priority.

A good service management model can only be realized if, within the internal environment of a service provider, there are several factors, namely, a service system that prioritizes the interests of the customer, a culture of service within a service

organization and human resources that prioritize the interest of the public and adequate resources. As outlined in the scheme as follows:



According to the principle presented in Ratminto's book, good service can be produced when the community or consumer who uses the service receives top priority in the bidding process.

- 1) A service organization culture that puts the needs of the general public, especially service users, first.
- 2) The service system within the service provider's organization
- 3) Human resources that focus on users

It is clear from the aforementioned statement that providing good service requires placing the service user or community as a customer in a center that receives support from organizational culture that is focused on the company's interests, such as the organization's vision, mission, and division of labor. Additionally, the service system of the society-oriented organization can help the service users. In this situation, this means that the community can easily access services thanks to the use of technology and a clear organizational process that doesn't burden the business. Additionally, customer-focused human resources provide assistance to service users, who are their main focus. In this situation, the service provider must prioritize the needs of the client over personal interests, and the human resources must also be highly qualified. If a company is able to achieve it successfully, it can be argued that the company is customer-interest-oriented.

Quality of Service

Quality is often considered to be a relative measure of the goodness of a product or service consisting of design quality and suitability quality. Modernity with technological advances will result in very tough competition to acquire and retain customers. Quality of service becomes a must that the company must do in order to be able to survive and retain the trust of the customer. Consumption patterns and customer lifestyles require companies to be able to provide quality services. Service quality is how far the customer's expectations and expectations for the service they receive differ. Service quality can be determined by comparing customer perceptions of the service that they actually receive with the real service they expect. The quality of service is the main thing that the company takes seriously, which involves all the resources the company has. Quality is not measured from a service provider's point of view, but from a customer's

perception. It's because it's the customer who buys and uses the service. When a service is received or perceived in accordance with what is expected, then the quality of the service is seen as good and satisfying. If the service received or experienced exceeds the expectations of the customer, then it is perceived as an ideal quality.

Public Service Standards According to Surjadi (2009:46), the criterion of satisfactory service or what is called prime service, many varieties according to experts, but the essence of prime service basically covers four principles, namely CETAK, which consists of Fast, Accurate, Exact, and Qualitative. CETAC in this case means:

- 1) Service must be quick. In this case the customer does not need long waiting times.
- 2) Service should be accurate. Accuracy in various aspects are: time aspects, procedure costs, targets, quality and quantity and the competence of the staff. The product of service must not be wrong, there must be certainty, the power of the law, no doubt of its validity.
- 3) The service must be of quality. The product of the service is not in accordance with the wishes of the customer, satisfying, biased, and for the interests of the client.

Based on the above description, service standards are a key factor in improving the quality of public service. It can be said that the public service standard is a benchmark that is used as a guideline for maintenance of service and a reference for assessment of service quality as a commitment or promise of the service organizer to the public to provide quality service.

RESEARCH METHODS

The authors decided to take a qualitative descriptive technique in order to complete this study. The authors sought to depict the public service management at the public service malls in the sumdeang district, thus they went with a descriptive technique. The descriptive approach sought to explain a situation in the field using pertinent information. This assertion is consistent with Nazir's (2014) assertion that: A way of describing research is a means of assessing a human group's status, an object, a collection of circumstances, a system of ideas, or a class of current events.

The objective of this study is to give a methodical, truthful, and accurate description or depiction of the elements, traits, and connections related to the phenomenon under study. In addition, Sugiyono (2010:11) states that descriptive research is a sort of research used to determine the value of independent variables, either one or more variables (independent), without drawing comparisons or relating variables to one another. According to Sugiyono (2011:9), qualitative research is a form of inquiry that is founded on the postpositivist school of thought and is employed to resea Suharsimi Following that, Arikunto contends that the "subject from which the data is obtained" is the significance of the data source, making it simpler to identify the data source. Summar data that displays a tetap and a bergerak positional image. Paper, summar data that contains text in the form of letters, numbers, pictures, documents, or other symbols.

Field studies are observational activities that gather information or data on the spot by using methods including observation, interviewing, and documentation. at this instance, the author saw what was going on at the North Buton District's Public Service Mall.

RESULTS AND DISCUSSIONS

Public Service Mall in the North Buton District

A public service mall is a location where public service activities are carried out on goods, services, and/or administrative services that extend the role of integrated services, both central and regional, as well as services of State-owned enterprises/regional and private enterprises in order to provide quick, simple, affordable, safe, and comfortable services. Integrated One Door Service Maintenance is a licensed and unlicensed maintenance activity in which the management procedure for the document is carried out in one location from the application stage to the issuance stage. The one-door integrated service simplifies the process by allowing the head of the PTSP to sign incoming permits.

The goal of service simplification is to make licensing and non-licensing faster, easier, and less expensive. Giving someone or something permission to engage in a specific business or activity is equivalent to signing a business list or otherwise allowing them the legal right to do so. The One Door Integrated Service (PTSP) will be put into place, which should cut down on the time and money needed to process licensing. Thus, licensing services are easier, more convenient, and less expensive. The Public Service Mall (MPP), which is intended to be maintained in order to realize the vision of North Buton district in particular and to boost competitiveness, was built in the North Buton district as part of the implementation of increased public service in the form of the PTSP itself. By implementing clean, transparent, accountable, and effective government, the North Buton District has become an investment area.

In North Buton District, among other things, the following public service issues led to the construction of this public service mall:

- 1) The quantity of organizations providing public services,
- 2) Locations of public services differ,
- 3) Difficult and confusing bureaucracy,
- 4) The availability of data and information is constrained.
- 5) The data is not integrated and the usage of information technology is not optimal.
- 6) The petitioner is facing several charges with no set deadline

By building the Public Service Mall, it will be possible to provide an integrated information system for a precise and well-organized public service in one location. The public's trust in government institutions has grown as a result of this strategy. and received recognition as the biggest and most complete public service mall from the World Indonesia Performance Institute (LEPRID) to DPMPTSP North Buton District. In addition to the direct PTSP in the Public Service Mall, the North Buton District Government has also established an online-based pTSP wherein the public can learn about the prerequisites and application processes via the Website.

In terms of licensing specifically, applications can be made at the Public Service Mall of North Buton district, which currently serves 1,210 people per day and offers 430 different types of permits that can be completed in one location. This greatly simplifies the permit application process and is anticipated to improve the quality of applications in North Butone district, which can then draw in foreign capital investors. The option to apply for a passport using the WhatsApp app on a smartphone is one of the public services that is also emphasized by the public. With

this kind of public service, the North Buton becomes the second area of western Java to offer a model licensing service.

Mall Service Form or Type of Public Service

In accordance with Law 25/2009, Article 5, the type of public service rendered to the community in the North Buton area can be divided into various categories:

First off, the Administrative Service is a service that creates a range of official documents that the public needs, such as citizenship status, a certificate of competence, ownership or possession of a property, and so forth. A resident sign card (KTP), a marriage certificate, a birth certificate, and a death certificate are among these records. a driver's license (SIM), a motor vehicle owner's book (BPKB), a motor vehicle signature (STNK), a building permit (IMB), a passport, ownership certificates for land, and so forth.

Second, goods and services are businesses that create a range of products that the general public uses, such as clean water, energy, and telephone networks.

Thirdly, service services include a variety of essential public services like education, healthcare, transportation maintenance, and postal services. (pegiman barang). The satisfaction of service consumers is the aim of public services, which is something we frequently hope to achieve. According to Sinambela (2008), the goal of public service is essentially to gratify the public.

According to Sinambela (2008), the quality of primary service is required to be expressed in the following areas in order to achieve satisfaction:

a) Transparent.

Service that is open, easy and accessible to all those in need and adequately provided and understandable.

b) Accountability.

Services that can be held accountable in accordance with the provisions of the regulations of the legislation.

c) Conditional.

A service that matches the conditions and capabilities of the provider and recipient of the service by adhering to the principles of visibility and effectiveness.

d) Participatory.

A service that can drive the role and community in the maintenance of public service by paying attention to the aspirations, needs and expectations of the community.

e) Equal rights.

A service that does not discriminate is seen from any aspect in particular tribe, race, [religion, group, social status, etc.

Service Implementation in the Public Service Mall

In order to provide ease, speed, affordability, security, and comfort to the public in accessing services, and increase global competitiveness in facilitating efforts in North Buton district need to organize a public service mall; and pursuant to the Decree of the Minister of State Appliances Declaration and Bureaucratic Reform No. 31 of 2021 on Amendments to Decree No. 11 of 2018 of the Ministry of Public Appliance Declarations and Burocracy Reforms on the Establishment of the Public Service Mall Maintenance Location in 2018, North Butons district has been designated as the Site of Public Services Mall Maintaining in 2021;

On this basis, the North Buton Board's consideration established Regulation No. 85 of 2021 on Public Service Goods to meet the needs of the public. The DPMPTSP head creates the order for

the control in compliance with the laws' rules and other relevant provisions. Reports detailing the analysis of the order's execution can be produced by DMPTSP. As mentioned in the Perbub Appendix of the North Buton District, maintenance of public service malls involves state organizing institutions, corporations, autonomous organizations formed by law for public service activities, and other legal authorities established expressly for public service activities. Through a cooperation agreement mechanism between the Head of the District and the Ministries or Institutions and/or non-Ministerial or Institutional Coordination Team of North Buton District, services provided by the Ministry or Institution or non-Ministerial or Institutional Coordination Team are placed in the Public Service Mall. Ministers or institutions include regional governments, institutions, and ministries. The Government of North Buton District is responsible for providing and utilizing buildings for the implementation of the maintenance of public goods by ministries or agencies and/or non-ministerial or agency entities in line with the terms of the regulations of the laws. According to the terms of the regulations of the legislation, each institution and/or public service organization is in charge of the services provided to the general public in line with the tasks and functions of the institution and/or such institution. According to the rules of the legislation, execution costs of public service items are charged to the Regional Revenue and Purchasing Budget ("APBD") through the DPMPTSP budget execution papers ("DPA") and other legitimate sources.

Table 1.
Report of North Buton District Public Service Mall.

Year. 2022	
Served Community	Total number served
Total Agencies	53
Total Service	297
Total Visitors	88,926
Year. 2021	
Served Community	Total number served
	59
Total Agencies	298
Total Service	73,335
Average Time	00:00:22
Service	
Source: MPP North Buton Regency	

Table 2.
Number of MPP Services

Moon - Service Data Ebtris	Number of Year 2021	Number of Year 2022
1	2	3
January	3678	0
February	4264	0
March	2743	0
April	0	0
May	0	0
June	0	0
July	0	718
August	0	4967
September	0	5739
October	0	6425
November	0	5515
December	0	4458
Source: MPP North Buton Regency		

Based on the report of the Buton Utara Regency Public Service Mall in 2021 January Total Services 0, January Total Services 0, June Total Services 0, July Total Services .718, Total Services August Total Services .4967, September Total Services .5739 , October Number of Services 6425, November Service Amount .5515, Dec Service Amount .4458. Whereas in 2022 only three months will be implemented, namely in January the number of services is 4631, in February the number of services is 4528 and in March the number of Service 3045. Data entry serviced by 76 service items from 64 agencies of North Buton Regency.

CONCLUSIONS

Based on the author's exposure, it can be concluded as follows:

- 1) Public services through public service malls are indicated by changes in bureaucratic structure and procedures with administrative efficiency.
- 2) Changes in administrative reform can be seen from the restructuring and integration of services carried out by the regional government where the Public Service Mall is held with provincial government agencies and central government at ministry level.
- 3) Bureaucratic procedures have now been simplified by cutting bureaucratic flows with "everything in one place" services and the use of single data to avoid data duplication. Other changes can also be seen from the behavioral aspects and attitudes of bureaucrats that lead to the New Public Service (NPS) with a commitment to provide quality services to the community.
- 4) The implementation of Public Service Management (MPP) is a strategic step as a form of administrative reform to realize a quality public service in North Buton Regency. However,

the effectiveness of the Public Service Mall is still experiencing several obstacles as long as the office still relies on human resources in managing administration and issuing permits.

5) Public Service Malls that are already established can provide services with an online system called Online Single Submission (OSS) to make it easier to provide services in the field of licensing and non-licensing. Moreover, MPP is supported by the use of a single data that integrates the media as data sharing.

6) As described in Law Number 25 of 2009 concerning Public Services, that public service is an effort to give rights to every citizen, including services in the fields of goods, services and administration. Departing from this, it can be seen how broad the scope of regulation is related to public services

7) The Public Service Law is intended to provide legal certainty in the relationship between the community and public service providers.

8) Public services that receive a lot of attention from the public are related to licensing issues, considering that the process is so long and time-consuming in addition to the large amount of funding. Such conditions are usually categorized as a red tape bureaucratic disease, which is related to inefficient service delivery even though it can actually be resolved briefly.

9) Improving public services in the form of One-Stop Integrated Services itself has been implemented in North Buton Regency with the construction of a Public Service Mall where the implementation of Public Service Malls is intended to realize the vision of North Buton Regency, especially in an effort to increase the competitiveness of North Buton Regency as an investment area through the implementation of good governance. Good governance, clean, transparent, accountable and nurturing.

10) This type of public service then made North Buton Regency a Pilot City for Licensing Services for other Cities. This certainly further indicates that Improving the Quality of Public Services in North Buton Regency has begun to move towards good governance.

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