

Effectiveness of Digital-Based Services J-Lahbako in Population Administration

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Abstract

Public services based on digital technology have begun to be developed by the Indonesian government along with the implementation of digital-based governance. This study aims to analyze the effectiveness of public services using the J-lahbako application in Tempurejo Village, Tempurejo District, Jember Regency. This study uses a qualitative approach with a descriptive design. Data collection was carried out through observation, interviews, and documentation, with four informants selected using purposive sampling techniques. Data validity was tested by triangulation of sources, techniques, and time. Data analysis was carried out with the steps of data collection, data condensation, data presentation, and drawing conclusions. The theory of effectiveness is used to assess the extent to which the goals or targets set in an organization, activity, or program are achieved. An activity is said to be effective if the goals or targets that have been determined can be achieved properly. The results of the study indicate that the J-lahbako application program is right on target and effective in its use, and is very helpful for the community in managing administration. However, the socialization of this program is still limited to one meeting attended by all RT and RW in Tempurejo Village, Tempurejo District, so that many people have not utilized the services at the Tempurejo Village Office. More intensive and comprehensive socialization needs to be carried out by the Tempurejo Village government so that this information can reach the community more widely.

Keyword: Effectiveness; Service; Digital; J-Lahbako

Abstrak

Pelayanan publik berbasis teknologi digital mulai dikembangkan oleh pemerintah Indonesia seiring dengan penerapan pemerintahan berbasis digital. Penelitian ini bertujuan untuk menganalisis efektivitas pelayanan publik yang menggunakan aplikasi J-lahbako di Desa Tempurejo, Kecamatan Tempurejo, Kabupaten Jember. Penelitian ini menggunakan pendekatan kualitatif dengan desain deskriptif. Pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, dengan empat informan yang dipilih menggunakan teknik purposive sampling. Validitas data diuji dengan triangulasi sumber, teknik, dan waktu. Analisis data dilakukan dengan langkah-langkah pengumpulan data, kondensasi data, penyajian data, dan penarikan kesimpulan. Teori efektivitas digunakan untuk menilai sejauh mana tujuan atau sasaran yang ditetapkan dalam suatu organisasi, kegiatan, atau program tercapai. Suatu kegiatan dikatakan efektif jika tujuan atau sasaran yang telah ditentukan dapat tercapai dengan baik. Hasil penelitian menunjukkan bahwa program aplikasi J-lahbako sudah tepat sasaran dan efektif dalam penggunaannya, serta sangat membantu masyarakat dalam pengurusan administrasi. Namun, sosialisasi program ini masih terbatas pada satu kali pertemuan yang diikuti oleh seluruh RT dan RW di Desa Tempurejo, Kecamatan Tempurejo, sehingga masih banyak masyarakat yang belum memanfaatkan layanan di Kantor Desa Tempurejo. Sosialisasi yang lebih intensif dan menyeluruh perlu dilakukan oleh pemerintah Desa Tempurejo agar informasi ini dapat lebih luas menjangkau masyarakat.

Kata kunci: Efektivitas; Pelayanan; Digital; J-Lahbako

INTRODUCTION

Current services are required to be more practical, easy, fast and cheap, this is in line with the rapid development of the digital world, which requires both government and private sectors to provide services to the public as effectively as possible. It is undeniable that technology is currently an important part of human life, because it can help solve problems from the most difficult to the easiest, so it is certain that the use of technology will be found in any activity. Technology offers efficiency and convenience in various aspects that are very influential in supporting and assisting various human activities. Technology is here to facilitate and help humans to complete their work. Currently, technology also plays an important role in determining the quality of government performance (Tamami, 2020) .

In recent years, the government has attempted to apply technology in various services to the community, one of which is population administration and civil registration services which are the basis of community needs. Providing services in population administration is a state obligation, as stated in the Pancasila and the 1945 Constitution, that the Unitary State of the Republic of Indonesia is obliged to provide protection and recognition of the legal status of population events and important events experienced by residents within and/or outside the territory of the Unitary State of the Republic of Indonesia (Handrina, 2020) .

Population identity is the result of various events. Population identity is the result of various events that occur in society, including birth, death, marriage, divorce, legalization children, changes in citizenship status, change of name or address, and so on, where these are incidents that must be reported because they have an impact on changes to identity or population data (Emis et al., 2022) . The Population and Civil Registration Service is the only provider that has responsibility for a series of activities related to the arrangement and recording of the issuance of population documents and data through population data collection, civil registration, management of population administration information and utilization of the results for public services and development and development of other related sectors (Mulyanto Angkat et al., 2018) .

Government services must not only meet minimum standards but must be *excellent* , meaning that the government not only has an obligation to provide services

as they should but is also required to provide excellent services (Nurvita, 2019) . If we look at the concept of public services, services can be interpreted as an effort that is described by the flow of services provided by the government to the community by referring to the government as the responsible party, while the community as the recipient of the service as the party who feels satisfaction (Pratami et al., 2023) . In addition, public services can be interpreted as providing services or providing services for the needs of groups or communities who have needs in organizations in accordance with the basic rules and procedures that have been established (Zakiyah & Fadiyah, 2020) .

The ease for the community in reaching services, especially in the field of *admindukcapil*, is one of the benchmarks for the government's success in providing population administration services, both in terms of facilities, procedures, services, and so on to the community, so that the government can be said to have carried out its function in providing various needs required by its citizens. This does not only refer to *admindukcapil* services but also starting from services in the form of arrangements or other services in order to meet the needs of the community (Agusta & Jaya, 2004) .

Based on these demands, the Population and Civil Registration Service of Jember Regency created the J-Lahbako application which was released in 2022 to answer the challenges of the community regarding practical, free, and affordable population identity services to remote villages. The J-Lahbako application has spread to 73% in Jember Regency, where this application has been connected to 183 village points, from 248 villages throughout Jember Regency. The J-Lahbako application is a form of actualization of public services that utilizes technology to facilitate various population administration processes, so that with this network, population administration can be done online so that it is more efficient and effective because this application will shorten the process of managing population administration which used to be quite long and complicated.

Before the existence of J-Lahbako electronic services, administration of population administration was done manually, namely by the administration of population administration documents carried out by the community from the village to the sub-district, then the sub-district would send the population administration and

supporting documents to the Jember Regency Disdukcapil office directly. The conventional method has many shortcomings, including being easily lost and inefficient in time, because manual delivery by the sub-district takes quite a long time, namely one to two months to complete, this is because in managing population administration, many community administration documents often pile up and will then be sent collectively to the Disdukcapil office if they reach a certain amount. The presence of the J-Labako application is an effort to realize modern public services. Using technology that continues to develop rapidly, this makes it easier to manage various population administration needs, which ultimately with the presence of the J-Lahbako application, administration of population administration can now be done *online*, so that it is more efficient and effective because with this application it will shorten the process of managing population administration which used to be quite long and complicated.

The transformation of the digital service J-Lahbako has been carried out by the Jember district government along with the launch of this application, however, there are several problems related to the application, one of which is the lack of socialization from the Jember district population and registration service to village operators regarding changes in features in the application, which causes misunderstandings and delays in service (Mayasiana et al., 2023) .

Tempurejo Village, Tempurejo District, Jember Regency is a village that in 2024 will receive the J-Lahbako application network. Previously, population administration was carried out directly at the Jember Regency Population and Civil Registration Office which is 30 km from the village. The existence of the j-lahbako application in Tempurejo Village is currently an effort by the village government in village development supported by an information system. The information system is very important for a village. The J-Lahbako application service contains various population administration services such as making identity cards (KTP), making family cards (KK), submitting birth and death certificates, and so on.

Measuring the effectiveness of the J-Lahbako application is needed to determine the extent to which this application is beneficial to the community, because this is related to professional public services . Professional public services can be interpreted as public services that are identified with the accountability and responsibility of service

providers, with the following characteristics; 1) Effective, the main focus is on the achievements that are targeted and objectives; 2) Simple, easy, fast, precise, and easy to understand and implement; 3) Transparency, there is clarity and certainty regarding Procedures/methods, requirements, responsible work units, Details of costs/rates, and Schedules; 4) Openness, open to any information; 5) Efficiency, which contains easy and precise requirements and prevents repetition of requirements; 6) On time, according to the specified time; 7) Adaptive, responsive to demands (Mahardhani, 2022) . Based on this background, the researcher is interested in conducting research entitled Effectiveness of J-Lahbako Digital-Based Services in Population Administration.

LITERATURE REVIEW

Effectiveness

Effectiveness can be interpreted as being right on target which is also more directed at the aspect of success in achieving goals. So effectiveness focuses on the level of achievement of the goals of a public organization. Effectiveness is a measure of the success or failure of achieving the goals of an organization in achieving its goals (Atteng et al., 2022). According to Kurniawan, in (Atteng et al., 2022), defines effectiveness as the ability to carry out tasks, functions (operational activities, programs or missions) of an organization or similar without any pressure or tension in its implementation.

Effectiveness is a basic element to achieve the goals or targets that have been determined in every organization, activity or program. Measuring the effectiveness of an organization is not a very simple thing, because effectiveness can be measured from various perspectives and depends on who assesses and interprets it. When viewed from a productivity perspective, a production manager provides an understanding that effectiveness means the quality and quantity (output) of goods and services. The level of effectiveness can also be measured by comparing the plans that have been set with the actual results that have been realized.

The effectiveness of the program can be known by comparing the output with the program objectives, the opinions of program participants can be used as a measure to determine the effectiveness of the program (Steers, 1985). The measurement of what

factors can affect whether or not a program is running can be done using the following variables (Budiani, 2007):

a) Program Target Accuracy

The accuracy of the program's targets is the extent to which program participants are right on target with the previously set targets.

b) Program Socialization

Program socialization is the ability of program implementers to carry out program socialization so that information regarding program implementation can be conveyed to the public in general and target program participants in general.

c) Program Objectives

The program objective is the extent to which the results of program implementation are consistent with the program objectives that have been previously determined.

d) Program Monitoring

Program monitoring is an activity carried out after the program has been implemented as a form of attention to program participants.

Public service

Public service is a benchmark that can be seen clearly by the public regarding the current government's performance, because public service is the spearhead of interaction between the public and the government. Public service itself is a service or provision to the public in the form of the use of public facilities, both services and non-services, carried out by public organizations in this case the government (Arif, 2001).

Public service is a very important element in the implementation of government. Public service is simply understood by various parties as a service organized by the government. All goods and services organized by the government are then referred to as public services (Dwiyanto, 2021).

Public service can be interpreted as providing services (serving) the needs of people or communities who have interests in the organization in accordance with the basic rules and procedures that have been established. Meanwhile, the current condition

of society has seen a very dynamic development, the level of community life is getting better, is an indication of community empowerment (Hardiansyah, 2011).

According to Lukman & Sugiyanto (2001) in "Development of the Implementation of Excellent Services", public services organized by public sector organizations and public services organized by the private sector are primary and also secondary in nature. The differences in these characteristics can be seen in table 2.1 below.

Table 2.1
Characteristics of Public Service Delivery

Characteristics	Provision of Public Services		
	Private	Public	
		Secondary	Primary
Adaptability	Very high	Low	Very low
Client's bargaining position	Very high	Low	Very low
Market form/type	Competition	Oligopoly	Monopoly
Locus of control	Client	Providers	Government
Service Eel	Client controlled	Introduced by the provider	Controlled by the government

Source: Lukman & Sugiyanto (2001)

Public service can also be interpreted as providing services (serving) the needs of people or communities who have interests in the organization in accordance with the basic rules and procedures that have been established (Sinambela, 2007). Public service must be implemented by the Government Bureaucracy based on the principles of excellent service which include *Appropriateness*, *Accessibility*, *Continuity*, *Technically*, *Profitability*, *Equitability*, *Transparency*, *Accountability*, and *Effectiveness and Efficiency*. The basic principles of public service as stated by Sulistio & Budi (2009) are as follows.

1. Rational, effective and efficient which is done through open management.
2. Scientific, based on studies and research and supported by other branches of science.

3. Innovative, continuous updates to face a dynamic, changing and developing environment.
4. Productive, oriented towards optimal work results.
5. Professionalism, the use of professional, skilled labor in the term " *the right man in the right place* ".
6. Appropriate use of modern technology.

Supporting Factors for Service

Public services to the community will be able to run as expected, if the supporting factors are adequate and can be used effectively and efficiently. In the service process there are important factors and each factor has a different role but influences each other and together will realize the implementation of good service, as stated by Moenir (2002: 88) who stated that there are six supporting factors for service, including.

1. Awareness factor

This awareness factor leads to a person's mental state which is the meeting point of several considerations so that a belief, calmness, determination and balance of soul are obtained. The existence of awareness will bring a person to sincerity in carrying out work.

2. Rule factors

Rules as an important tool in all actions of a person's work, therefore, every rule directly or indirectly will have an effect. Rules will make a person have considerations in determining his steps. The first consideration of humans as subjects of rules is shown by important things, including.

- a. Authority
- b. Knowledge and experience
- c. Language Ability
- d. Understanding implementation
- e. Discipline in implementing includes time discipline and work discipline.

3. Organizational factors

Organizational factors do not only consist of the organizational structure but more on the arrangement of work mechanisms, so that in an organization there

needs to be supporting facilities, namely systems, procedures and methods to facilitate work mechanisms.

4. Income factor

The income factor received by a person is a reward for the energy and thoughts that have been poured out to others. Income can be in the form of money, contributions or facilities within a certain period of time.

5. Ability factor

The capability factor is a measuring point to determine the extent to which personnel can carry out a job so as to produce goods or services in accordance with what is specified.

6. Service facility factors

The facility factors referred to are all types of equipment, work equipment and facilities that function as the main supporting tools in accelerating the implementation of work completion. The functions of service facilities include: 1) Accelerating the work implementation process so that it is effective and efficient; 2) Increasing productivity of both goods or services; 3) Determining a good and guaranteed arrangement; 4) Creating a sense of comfort for interested parties; and 5) Creating a sense of satisfaction for interested parties so that it can reduce emotional nature.

This is in line with what Wolkins (in Tjiptono (2012: 75)) stated that there are six factors in implementing continuous quality improvement, which include: leadership, education, planning, *review*, communication, and awards and recognition. Supporting factors have different roles but influence each other and together in realizing optimal service implementation, whether in the form of verbal service, written service or service in the form of movement or action. In conclusion, the service can run well if it pays attention to factors including: awareness factor from both service officers and the community; regulation factor that has been determined by the service provider agency; good organization factor; reward or salary factor; work ability factor; facilities and infrastructure factor; communication and education, so that even though the supporting factors have different roles, they influence each other and together can realize optimal

service implementation, whether in the form of verbal service, written service or service in the form of movement or action.

RESEARCH METHODS

This study uses a qualitative research method. The type of research chosen is phenomenological. Phenomenology supports researchers in obtaining data about the subject's experience naturally, so researchers need to do *ephoche* (confinement) by first setting aside their personal assumptions, this is to really get the essence of the research subject's experience itself. Determination of informants using the *purposive method*, because using this method not all populations in the research location know or understand in depth what is being studied, so they must choose which informants can provide information that is relevant to the focus of the research related to the Effectiveness of J-Lahbako Digital-Based Services in Population Administration.

RESULTS AND DISCUSSION

Effectiveness of J-Lahbako Digital-Based Services in Population Administration in Tempurejo Village, Tempurejo District, Jember Regency consists of 4 elements, namely: 1) Determination of Program Targets, 2) Program Socialization, 3) Program Objectives, 4) Program Monitoring. For more details, these elements will be explained further below:

1) Program Target Determination

The accuracy of the program target is the extent to which j-lahbako application users can be right on target with the previously set targets at the Tempurejo Village Office, Tempurejo District, Jember Regency. The accuracy of the program target is the extent to which village operators have understood and used the j-lahbako application, and the extent to which the community is aware of the existence of j-lahbako digital population services in Tempurejo, Tempurejo District, Jember Regency so that the j-lahbako application program is right on target with the previously set targets at the Tempurejo Office, Tempurejo District, Jember Regency.

The target determination of the J-Lahbako application program in Tempurejo Village, Tempurejo District, Jember Regency has been in accordance with

expectations or right on target, namely providing many benefits for village officials and the community. The benefits for village officials are that this application makes it easier for them to provide population administration services for their village residents, with easy *features* and can be properly operated by village J-Lahbako operators, then this application also provides many benefits for village communities, especially residents of Tempurejo Village, Tempurejo District, Jember Regency, because the administration of population administration documents can be done at the village hall and do not have to travel far to the Population and Civil Registration Office, so it is very effective and efficient.

2) Program Socialization

Program socialization is the ability of program implementation in conducting program socialization so that information regarding program implementation can be conveyed to the community in general and target program participants in general. Program socialization is information regarding the availability of the J-Lahbako application in Tempurejo Village, Tempurejo District, Jember Regency, by conducting socialization related to the J-Lahbako application, so that it can be conveyed to the entire community in general, and with the presence of this application the community can utilize the application optimally.

The socialization of the J-Lahbako application program in Tempurejo Village, Tempurejo District, Jember Regency has been directly socialized by the Tempurejo Village government to the community represented by the RT and RW throughout the Tempurejo Village area, the important thing that was conveyed was about the presence of the J-Lahbako application in Tempurejo Village which will be able to help villagers in managing population documents easily, quickly and for free. Then the socialization to the J-Lahbako operator of Tempurejo Village has also been conveyed along with the training carried out by the J-Lahbako operator at the Population and Civil Registration Office of Jember Regency, where in the socialization it was conveyed about the operationalization of the use of the J-Lahbako application and then the service flow with this J-Lahbako application was conveyed. This socialization also conveys what the community needs to prepare to submit population documents, in addition to socialization regarding *the features* in

the J-Lahbako application. There are 4 colors with different indications in the J-Lahbako application *features*, which is important for village J-Lahbako operators to understand, because it is related to the stages that will be carried out next.

3) Program Objectives

The purpose of the program is the extent to which the results of the program implementation are in accordance with the previously determined program objectives. The purpose of the program in this study is the extent to which the use of the J-Lahbako application is in accordance with the results of the implementation of the J-Lahbako application program and the previously determined program objectives at the Tempurejo Village Office, Tempurejo District, Jember Regency.

Basically, the objectives of the population administration service program (adminduk) are:

1. Improve the effectiveness of services to the community.
2. Ensuring the accuracy of population data.
3. Ensuring the uniqueness of the Population Identification Number (NIK) and population documents.
4. Fulfilling the administrative rights of residents in public services without discrimination.
5. Providing identity validity and legal certainty for population documents.
6. Providing protection and recognition of the civil rights status of the population.
7. Providing complete, accurate and up-to-date population data and information.

And for the purpose of the Daily Service for Population Administration of Jember People (J-Lahbako) program is to facilitate the community in obtaining population administration (admindukcapil). Some of the objectives of the J-Lahbako program are:

1. Bringing digital-based public services in the population sector closer to village communities.
2. Accelerating health services towards *Universal Health Coverage* (UHC) for residents of Jember Regency.

J-Lahbako can be used by people who do not have smartphones or WhatsApp at the Village Office or Sub-district Office of their respective domiciles. Service hours are adjusted to the policies of the Sub-district or village.

The purpose of the J-Lahbako application program in Tempurejo Village, Tempurejo District, Jember Regency has been in accordance with what the government wants to achieve, namely to bring digital-based public services in the population sector closer to village communities, and to increase the effectiveness of services to the community. This is confirmed by several statements from informants who feel that the program's objectives are in accordance with the use of the J-Lahbako application between the results of the implementation of the J-Lahbako application program and the previously determined program objectives. Then from the results of the study regarding the objectives of the program, namely the relationship between J-Lahbako application users and improving public services, it has a positive impact where there is a very good increase between J-Lahbako application users in this case, namely village communities with improving public services of the village government, because the purpose of the J-Lahbako application program is to make it easier for people to take care of population documents and also facilitate village government services to the community.

4) Program Monitoring

Program monitoring is an activity carried out after the program is implemented as a form of attention to program participants. The activities carried out after the implementation of the J-Lahbako application program socialization program as a form of attention to J-Lahbako application program participants at the Tempurejo Village Office, Tempurejo District, Jember Regency.

The program monitoring is that after the implementation of the J-Lahbako application, the village government and the community have received very good benefits from the application program because it can facilitate village government services to the community, especially in the field of population and civil registration, in addition to village staff (J-Lahbako operators) then this application provides very good improvements for the village in terms of technology and

information. Monitoring is carried out by the Population and Civil Registration Service of Jember Regency, the village government, and the community.

CONCLUSIONS

J-lahbako *digital* service innovation is an application that plays an important role in supporting the performance of the Jember Regency Population and Civil Registry Office in achieving the effectiveness and efficiency of public services, and is able to reach administrative services to remote villages. The implementation of J-Lahbako in Tempurejo Village, Tempurejo District, Jember Regency is based on the policy of Presidential Regulation No. 95 of 2018 concerning the Electronic-Based Government System and Permendagri No. 7 of 2019 concerning online Population Administration services. This application has a positive impact in achieving the target of identity ownership for people who have reached the age of 17 (seventeen) years, and ease in other population administration services in the village area, so that this J-Lahbako application is expected can continue to be utilized by partners, and ultimately can be realized Tempurejo village becomes a *smart* village.

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