

## **THE EFFECT OF SERVICE QUALITY ON COMMUNITY SATISFACTION AT THE DEPARTMENT OF POPULATION AND CIVIL REGISTRATION (DISPENDUKCAPIL) BANYUWANGI CITY**

Saifudin<sup>1</sup>, Mateus Ximenes<sup>2</sup>, Suwignyo Widagdo<sup>3</sup>, Agustin H. P.<sup>4</sup>

<sup>1,3,4</sup> Sekolah Tinggi Ilmu Ekonomi Mandala, Jember, Indonesia

<sup>2</sup> Institut of Business (IOB) Timor Leste, Timor Leste

Email: [imambmck646@gmail.com](mailto:imambmck646@gmail.com)

### **Abstract**

Public service is one manifestation of the function of the state apparatus as a public servant, public service for the welfare of the community or citizens. Professional service means service that is characterized by public accountability and responsibility from public service providers. One of the functions that must be carried out by the government is the function of public services or the function of community services. To see it all can be packaged in the quality of service (real, reliability, responsiveness, assurance, empathy). The purpose of this study is to test and analyze the effect of the dimensions of service quality (real, reliability, responsiveness, assurance, empathy) simultaneously and partially on community satisfaction simultaneously at the Population and Civil Registration Service (DISPENDUKCAPIL) Banyuwangi City and see the most dominant variables. in service quality. The sample in this study was 138 respondents who used the purposive sampling technique. Data analysis used multiple regression tests, hypothesis testing, and coefficient of determination (R<sup>2</sup>). Based on the research, it is explained that all service quality variables have a simultaneous effect on people's satisfaction while partially three variables influence them (tangibles, reliability, and responsiveness) and two other variables. (certainty and empathy) do not affect employee satisfaction. From the fifth variable, it turns out that tangible variables (Physical Evidence) have a dominant influence on people's satisfaction..

**Keyword:** tangibles, realibility, responsivisness, assurance, empathy, and satisfaction

### **INTRODUCTION**

Public service is one manifestation of the function of the state apparatus as a public servant, public services are intended to improve the welfare of the community or citizens.

Professional public services, which means public services are characterized by accountability and responsibility from service providers (government officials). In the organization of its organization, the Banyuwangi City Population and Civil Registration Office is the administrative agency for population registration and civil registration and is one form of operational public service. Population Administration as a system, is an inseparable part of Government Administration and State Administration in order to provide protection to the rights of individual residents, through public services in the form of issuance of Population documents, in the form of Population Identification Numbers (NIK); Electronic Identity Card (KTP-EL); Family Card (KK); Birth certificates and other civil registration to ensure legal certainty and protection of individual residents in realizing their welfare.

The Banyuwangi City Government makes it easy for its citizens to take care of birth certificates and family cards. The management process only takes no later than three working days from the date of receipt of the complete and correct required documents. Newborns immediately have a birth certificate. Where in other words 1-60 days of birth / procot birth certificates can be processed at the village or sub-district office while more than 60 days from birth or 61 days up to more can be managed through public service malls scattered in Banyuwangi city, Pasar Rogojampi, Tile Market, as well as in other districts.

The researcher's view shows that the low willingness of the community in managing population data is caused by the existence of convoluted services and unclear services. Service times and costs are never clear to service users. This happens because service procedures never regulate the obligations of service providers and the rights of citizens as users. Bureaucratic officials even admit that they always consider the factors of friendship, political affiliation, ethnicity, and religion in providing services. So far, getting a birth certificate sometimes still takes quite a long time.

Service quality is a form of assessment by the Department of Population and Civil Registration (DISPENDUKCAPIL) in improving services to the community and the level of satisfaction obtained from the services provided. Service quality is built on the comparison of two main factors, namely the customer's perception of the service they actually receive (perceived service) with the service that is actually expected (expected service) (Lupiyoadi, 2001: 148). According to Kotler (2000:25), service quality is the totality of the characteristics of goods and services that show their ability to satisfy customer needs, both visible and hidden. The government provides quality services to customers is an

absolute thing that must be done if the company wants to achieve success. To measure community satisfaction, there are several dimensions of service quality developed by Kolter (2000), namely there are five dimensions of service quality, namely Reliability, Responsiveness, Assurance, Empathy, and Tangibles. To measure the quality of services is to evaluate or compare the performance of a service with a set of standards that have been set in advance, the authors conducted research that has to do with the quality of services at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City whose job is to serve the general public, especially in the field of government.

Various bad practices in the implementation of public services such as service uncertainty, illegal fees, and neglect of the rights and dignity of service users are still very easy to find in almost every public service unit (Tjokroamidjojo, 2001:107-108). This condition is certainly sad because changes in political life so far have not had an impact on improving the quality of public services, while people's expectations with regional autonomy will result in improving the quality of public services. According to Suwignyo Widagdo (2020), the word lead contains the meaning of directing, fostering or regulating, guiding, and also showing or influencing. Leaders have a responsibility both physically and spiritually for the success of the work activities they lead, so being a leader is not easy and not everyone will have the same in carrying out their leadership.

Based on the above background, we as researchers want to see a measure of community satisfaction from the services provided by the officers. Therefore, the problems that will be raised in this research are as follows:

1. Does the quality of service (tangibles, reliability, responsiveness, assurance, empathy) have a simultaneous effect on community satisfaction at the Banyuwangi City Population and Civil Registration Service (DISPENDUKCAPIL)?
2. Does the quality of service (tangibles, reliability, responsiveness, assurance, empathy) have a partial effect on community satisfaction at the Banyuwangi City Population and Civil Registration Service (DISPENDUKCAPIL)?
3. Which variable of service quality is the most dominant towards community satisfaction at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City?

## LITERATURE REVIEW

According to Kotler and Keller (2011) "Service is any act or activity that one party can offer to another, which is essentially intangible and does not result in any transfer of ownership. The production of services may or may not be related to physical products." According to Kotler and Keller (2011: 237), service is any action or performance that can be offered by one party to another that is in principle intangible and does not cause a transfer of ownership. The production of services can neither be tied nor tied to a physical product. According to Lupiyoadi (2013: 7), expressing services are economic activities whose results are not physical products or constructions, which are generally consumed at the same time as the time they are produced and provide added value (for example, comfort, entertainment, pleasure, or health). ) or solving problems faced by consumers.

Service cannot be separated from human life, therefore service is needed in all dimensions of life. Public services are all service activities carried out by public service providers in an effort to fulfill public needs and implement the provisions of laws and regulations. In line with this, Kotler and Keller (2017) The dimensions of service quality are divided into 5, namely:

- a. Tangible or physical evidence cannot be smelled and cannot be touched, then the tangible aspect becomes important as a measure of service. Customers will use the sense of sight to assess the quality of service. Tangible evidence includes physical facilities, equipment, employees, and means of communication.
- b. Reliability is a dimension that measures the reliability of the company in providing services to its customers. There are two aspects of this dimension, the first is the company's ability to provide services as promised. The second is how far a company is able to provide accurate services or no errors.
- c. Responsiveness is the most dynamic dimension of service quality. Customer expectations for the speed of service will almost certainly change with an upward trend from time to time.
- d. Assurance is a dimension related to the company's ability and front-line staff behavior in instilling trust and confidence in its customers. Assurance includes the ability, courtesy, and trustworthiness of the staff, free from danger, risk, or doubt.
- e. Empathy. The theory of human development "Maslow", at a higher level, human needs are no longer with primary things. After the physical, safety, and social needs are met, then two more needs will be pursued by humans, namely ego needs and actualization.

According to Daryanto & Setyobudi (2014), consumer satisfaction is an emotional assessment of consumers after consumers use a product, where the expectations and needs of consumers who use it are met. Solomon (2011), states that consumer satisfaction is a consumer's overall feeling about the product or service that has been purchased by the consumer.

Based on the literature review and the results of previous research studies, the hypotheses in this study are:

H1. Service quality which includes (tangible, reliability, responsiveness, assurance, and empathy) has a simultaneous effect on community satisfaction at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City

H2.1: Tangible has a partial effect on community satisfaction at the Population and Civil Registration Service (DISPENDUKCAPIL) Banyuwangi City

H2.2: Reliability has a partial effect on community satisfaction at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City

H2.3: Responsiveness has a partial effect on community satisfaction at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City

H2.4: Assurance has a partial effect on community satisfaction at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City

H2.5: Empathy has a partial effect on community satisfaction at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City

H3: The effect of service quality with the most dominant tangible variable on community satisfaction in making birth certificates at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City.

## **RESEARCH METHOD**

This study uses a quantitative approach, namely to determine the influence of the independent variable on the dependent variable. The population in this study were all people who visited and made a birth certificate at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City. Determination of the number of representative samples according to (Hair, 2009) is dependent on the number of indicators multiplied by 5 to 10. The number of samples in this study is:

Sample = number of indicators x 6

$$= 23 \times 6$$

= 138 respondents

Based on the theory of (Hair, 2009), the sample in this study is a minimum of 138 respondents. So, for the sample, 138 respondents were taken from the community who visited the Population and Civil Registration Service (DISPENDUKCAPIL) Banyuwangi City. The sampling technique that the researchers took was Nonprobability sampling, which is a technique for determining samples with certain considerations or criteria (Sujarweni 2018). The researcher used purposive sampling with the provision that the minimum education was junior high school, had a son/daughter of at least 2, and the maximum age of the child was 2 years.

#### Instrument Test

Ghozali (2013) Validity is to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire.

- If  $r_{\text{arithmetic}} > r_{\text{table}}$  and positive value, then the variable is valid.
- If  $r_{\text{count}} < r_{\text{table}}$  and is negative, then the variable is not valid.

Ghozali (2013) A variable declared reliable can be seen as follows;

- If  $\alpha > 0.90$  then perfect reliability
- If  $\alpha$  is between 0.70 – 0.90 then high-reliability
- If the  $\alpha$  is between 0.50 – 0.70 then the reliability is moderate
- if  $\alpha < 0.50$  then low reliability

### 3. Data analysis

#### Multiple Linear Regression

Multiple linear regression test is used to determine the positive or negative value between two or more independent variables with one dependent variable. According to Sugiyono (2014: 277): "Multiple linear regression analysis intends to predict how the state (up and down) of the dependent variable (criteria).

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Information :

Y = Satisfaction

X1 = Tangible

X2 = Reliability

X3 = Responsiveness

X4 = Assurance

X5 = Emphaty

a = constant

b<sub>1</sub>..b<sub>4</sub> = Multiple linear regression X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub>, X<sub>5</sub>

e = confounding variable

Hypothesis testing

F Uji test

According to Imam Ghozali (2013: 98), the F statistical test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable. The test is carried out by comparing the calculated F and the F table at a significance level of 5% or = 0.5

- If F count > F table then H1 is rejected and H0 is accepted. This means that the independent variables together or simultaneously have a significant effect on the dependent variable.
- If F count < F table then H1 is accepted and H0 is rejected. This means that the independent variables together or simultaneously do not have a significant effect on the dependent variable.

t-test

According to Imam Ghozali (2013: 98), the t statistic test basically shows how far the influence of one independent variable individually in explaining the dependent variable.

- If the probability of significance is > 0.5 then H0 is accepted and H1 is rejected. This means that the independent variable (quality of service) individually does not have a significant effect on the dependent variable (community satisfaction).
- If the probability of significance is < 0.5, then H0 is rejected and H1 is accepted. This means that the variable (quality of service) individually has a significant influence on the dependent variable (community satisfaction).

**RESULT AND DISCUSSION**

Table 1. Respondent Data

Age	Male		Female	
	amount	Persentase %	Amount	Persentase %
21-30	18	33,60%	25	29,70%
31-40	21	38,70%	28	33,30%
41-50	15	27,70%	31	37%
Total	54	100%	84	100%
Gander	Amount		Persentase %	
Male	54		39,10%	
Female	84		60,90%	
Amount	138		100%	
Profession	Amount		Persentase %	
Merchant	21		16%	
Enterprneur	38		27%	
Farmer	23		17%	
Private employees	22		16%	
Etc	34		24%	
Amount	138		100%	
Education	Amount		Persentase %	
Junior High School	11		8%	
Senior High School	80		58%	
Bachelor	41		30%	
Master	6		4%	
Amount	138		100%	

Source: data processed on 2021

Based on the table above, it can be seen that the majority of people who visit Dispendukcapil to arrange for birth certificates are over 31 years old with a percentage above 50%. The employees are dominated by women/mothers with a percentage of 60.9%. The average worker who takes care of birth certificates is dominated by entrepreneurs at 38 people with a percentage of 27%. The average education of the community is dominated by high school graduates of 80 people with a percentage of 58%. This is because the



majority of people who make birth certificates are women who work as entrepreneurs because they do not interfere with work activities and are more flexible.

### Validity Test

Tabel 2. Validity Test

Statement	Person Correlations	Table r	Information
State_1	0,879	0.1672	Valid
State_2	0,912	0.1672	Valid
State_3	0,879	0.1672	Valid
State_4	0,925	0.1672	Valid
State_5	0,507	0.1672	Valid
State_6	0,531	0.1672	Valid
State_7	0,531	0.1672	Valid
State_8	0,507	0.1672	Valid
State_9	0,507	0.1672	Valid
State_10	0,507	0.1672	Valid
State_11	0,476	0.1672	Valid
State_12	0,476	0.1672	Valid
State_13	0,529	0.1672	Valid
State_14	0,523	0.1672	Valid
State_15	0,529	0.1672	Valid
State_16	0,478	0.1672	Valid
State_17	0,552	0.1672	Valid
State_18	0,529	0.1672	Valid
State_19	0,564	0.1672	Valid
State_20	0,587	0.1672	Valid
State_21	0,564	0.1672	Valid
State_22	0,594	0.1672	Valid
State_23	0,587	0.1672	Valid

Source; data processed on 2021

From the table above, it can be seen that all statement items have an Rcount value greater than R table, which is 0.1672. The validity test is said to be valid because all significance values are greater than 0.05. So it can be concluded that each statement item from the questionnaire is valid.

Reliability Test

Table 3. Reliability Test

Variable	Reliability Test
Tangible	,944
Reliability	,927
Responsiveness	,915
Assurance	,929
Empathy	,914
Satisfaction	,924

Source; data processed on 2021

The table of reliability test results shows that the value of each variable is greater than the critical value of reliability. Thus, it can be concluded that all statement items in the questionnaire can be trusted because the measurement results are relatively consistent

Multiple Linear Regression

Table 4. Multiple Linear Regression

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,168	,133		1,263	,809
	Tangible	,848	,041	,628	6,630	,004
	Reliability	,375	,091	,577	1,826	,000
	Responsiveness	,204	,136	,304	2,028	,008
	Assurance	,291	,077	,420	,661	,191
	Empathy	,326	,067	,107	,108	,666

a. Dependent Variable: Satisfaction

Source; data processed on 2021

Multiple linear regression equation formula

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

$$Y = 5,168 + 0,848X_1 + 0,375X_2 + 0,204X_3 + 0,291X_4 + 0,326X_5 + e$$

- a. The constant value is 5.164 which means that the independent variables (tangible ( $X_1$ ), reliability ( $X_2$ ), responsiveness ( $X_3$ ), assurance ( $X_4$ ), empathy ( $X_5$ )) are service quality if the value is 0 then community satisfaction has a satisfaction level of 5,164.
- b. Tangible variable ( $X_1$ ) has a positive value of 0.848, which means that for every 1 unit increase intangible value ( $X_1$ ), community satisfaction will increase by 0.848 assuming the other variables are constant.
- c. The reliability variable ( $X_2$ ) has a positive value of 0.375, which means that for every 1 unit increase in the reliability value ( $X_2$ ), community satisfaction will increase by 0.375 assuming the other variables are constant.
- d. The responsiveness variable ( $X_3$ ) has a positive value of 0.204, which means that for every 1 unit increase in the responsiveness value ( $X_3$ ), community satisfaction will increase by 0.204 assuming the other variables are constant.
- e. The assurance variable ( $X_4$ ) has a positive value of 0.291, which means that for every 1 unit increase in the assurance value ( $X_4$ ), public satisfaction will increase by 0.291 assuming the other variables are constant.
- f. The empathy variable ( $X_5$ ) has a positive value of 0.326, which means that for every 1 unit increase in the value of empathy ( $X_5$ ), community satisfaction will increase by 0.326 assuming the other variables are constant.

### Hypothesis Test

F . test

Table 5. F . test

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	53,640	5	13,410	61,345	,000 <sup>b</sup>
Residual	20,767	132	,219		
Total	74,406	137			
a. Dependent Variable: Satisfaction					
b. Predictors: (Constant), Emphaty, Tangible, Reliability, Assurance, Responsivenes					

Source; data processed on 2021

From the table above,  $F_{count}$  is 61.345  $F_{table}$  is 2.28, which means that statistically it can be proven that all independent variables are tangible ( $X_1$ ), reliability ( $X_2$ ), responsiveness ( $X_3$ ), assurance ( $X_4$ ), empathy ( $X_5$ ) simultaneously has an effect on community satisfaction at the Department of Population and Civil Registration (DISPENDUKCAPIL) Banyuwangi City.

T Test

Table 6. T Test

Item	T count	T table	Signifikansi	alpha
tangible	6,630	0.6763	0,004	0,05
reliability	1,826	0.6763	0,000	0,05
responsiveness	2,028	0.6763	0,008	0,05
assurance	0,661	0.6763	0,191	0,05
emphaty	0,108	0.6763	0,666	0,05

Source; data processed on 2021

- a. on tangible variables,  $T_{count}$  is 6.630 and  $T_{table}$  is 0.676230. This shows that  $T_{count} > T_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a linear influence between tangible variables partially on community satisfaction.
- b. on the reliability, variable  $T_{count}$  is 1.826 and  $T_{table}$  is 0.676230. This shows that  $T_{count} > T_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a linear influence between the reliability variables partially on community satisfaction.
- c. on the responsiveness, variable  $T_{count}$  is 2.028 and  $T_{table}$  is 0.676230. This shows that  $T_{count} > T_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a linear influence between the responsiveness variables partially on community satisfaction.
- d. on the assurance, variable  $T_{count}$  is 0.661 and  $T_{table}$  is 0.676230. This shows that  $T_{count} < T_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected, meaning that there is no linear influence between the responsiveness variables partially on community satisfaction.
- e. on the empathy, variable  $T_{count}$  is 0.108 and  $T_{table}$  is 0.676230. This shows that  $T_{count} < T_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected, meaning that there is no linear influence between empathy variables partially on community satisfaction.

Coefficient of Determination

Table 7 Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,849 <sup>a</sup>	,721	,709	,4675
a. Predictors: (Constant), x4, x1, x3, x2				
b. Dependent Variable: y				

Source; data processed on 2021

Based on the data above, the value of R square = 0.721, and the coefficient of determination ( $R^2$ ) is 0.709. This shows that the performance variable (Y) is influenced by 70,9% by tangible variables ( $X_1$ ), reliability ( $X_2$ ), responsiveness ( $X_3$ ), assurance ( $X_4$ ), empathy ( $X_5$ ) while the rest is  $100\% - 70,9\% = 29.1\%$  explained by other variables.

The most dominant variable

Table 8. Beta Value

Variabel	Beta	alpha	Iformation
Tangible (X1)	0,628	0,004	Effect
Reliability (X2)	0,577	0,000	Effect
Responsiveness (X3)	0,304	0,008	Effect
Assurance (X4)	0,42	0,191	No Effect
Empathy (X5)	0,107	0,666	No Effect

Source; data processed on 2021

From the table above, it can be seen that the variable X1 is the variable that has the largest beta coefficient. That is, the dependent variable or satisfaction variable is more influenced by the Tangible X1 variable than other variables.

**CONCLUSION**

- a. The results of data analysis show that service quality which includes (tangible ( $X_1$ ), reliability ( $X_2$ ), responsiveness ( $X_3$ ), assurance ( $X_4$ ), empathy ( $X_5$ )) simultaneously

affects community satisfaction in the DISPENDUKCAPIL service in Banyuwangi City.

- b. The results of data analysis showed that the tangible variable had a partial effect on community satisfaction in the DISPENDUKCAPIL service in Banyuwangi City.
- c. The results of data analysis show that the reliability variable has a partial effect on community satisfaction in the DISPENDUKCAPIL service in Banyuwangi City.
- d. The results of data analysis showed that the responsiveness variable had a partial effect on community satisfaction in the DISPENDUKCAPIL service in Banyuwangi City.
- e. The results of data analysis showed that the assurance variable had no partial effect on community satisfaction with the DISPENDUKCAPIL service in Banyuwangi City.
- f. The results of data analysis showed that the empathy variable did not partially affect community satisfaction in the DISPENDUKCAPIL service in Banyuwangi City.
- g. The results of data analysis show that the variable tangible is the variable that has the largest beta coefficient. That is, the most dominant variable in community satisfaction is more influenced by the Tangible variable than other variables.

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