

ANALYSIS OF SERVICE QUALITY IN THE PILATON RELIGIOUS AFFAIRS OFFICE OF KALIANGKRIK DISTRICT

Ahmad Farhan Fasya^{1)*}, Purwanto²⁾, Nailatul Muna¹⁾
STAI Syubbanul Wathon Magelang, Indonesia¹⁾
Prodi Ekonomi Syariah STAI Syubbanul Wathon Magelang, Indonesia²⁾
*Email: farhanfasya00@gmail.com**

Article History

Received: 13 March 2024

Accepted: 27 March 2024

Published: 7 April 2024

Abstract

This research will conduct a qualitative descriptive analysis based on the SERVQUAL framework at the Pilot Religious Affairs Office in Kaliangkrik District. Kaliangkrik District was chosen as the research location because it reflects the dynamics of urban development, which represents challenges in providing optimal services. This research uses a descriptive qualitative approach. Research data was collected using observation and interviews. The research sources were the head of the KUA, employees, and the community. The results of this research show positive aspects of KUA services, such as the responsiveness of officers to community needs, clarity of service procedures, and efforts to maintain the cleanliness and tidiness of the office. However, several areas were also identified that required further attention, such as improvements in the provision of information and maintenance of the physical condition of facilities.

Keywords: Administration, Public service, Religious Affairs office.

A. INTRODUCTION

Quality services in government institutions, including the Office of Religious Affairs (KUA), are a crucial aspect in meeting community needs, especially in religious matters such as marriage, divorce and other religious services (Atmaja et al., 2020). One framework that has been proven effective for analyzing service quality is SERVQUAL, developed by Parasuraman et al., (1985). SERVQUAL emphasizes five dimensions of service quality, namely reliability, responsiveness, insurance, empathy and physical evidence. When organizations successfully pay attention to and meet these five dimensions of service quality, they tend to create positive experiences for people, which in turn increases satisfaction levels. By increasing satisfaction, organizations can strengthen long-term relationships with customers, increase their loyalty, and achieve positive recommendations that impact long-term growth and success.

The importance of service quality is also a concern of the Kaliangkrik District Pilot Religious Affairs Office. Service quality is a concern because it has a positive impact in increasing satisfaction, strengthening long-term relationships between KUA and the community, and helping to build a good reputation in the eyes of society as a whole (Riyanto, 2018). These are all important factors in maintaining the continuity and success of the KUA in providing religious services to the community.

Various studies have provided evidence that there is a positive and significant correlation between service quality and community satisfaction at KUA Surabaya City (Anggraini, 2017).

ARTICLE

Meanwhile, Tawai et al., (2022) highlighted improving the quality of public quality services through marriage administration services. The result is that marriage administration services carried out by the Wolio District Religious Affairs Office (KUA) are carried out by paying attention to simple, transparent, complete and affordable aspects. Meanwhile, Paulina (2021) studied the quality of marriage registration services at the Paringin sub-district religious affairs office during the Covid 19 pandemic. This research used six dimensions of service quality, namely competence, reliability, credibility, access, tangible, and responsiveness. It can be said that the quality of service at KUA has received attention from many researchers, however, studies that use a qualitative approach in analyzing service quality are still rarely carried out. In this context, this research aims to conduct a qualitative descriptive analysis based on the SERVQUAL framework at the Kaliangkrik District Pilot Religious Affairs Office. Kaliangkrik District was chosen as the research location because it reflects the dynamics of urban development which represents challenges in providing optimal services.

Through a qualitative descriptive analysis approach, this research can identify the level of satisfaction and public perception of the quality of services provided by KUA Kaliangkrik based on the five dimensions of SERVQUAL. Thus, this research aims to provide a deeper understanding of the quality of service at KUA, so that areas that require further improvement and development can be identified. The results of this research can provide a valuable contribution to the development of policies and best practices in improving the quality of services in similar institutions, as well as strengthening the relationship between KUA and the communities it serves.

B. LITERATURE REVIEW

Service Quality

According to Parasuraman, (Zeithaml, & Berry 1988; Haming et al., 2019) service quality is the customer's perception of the extent to which the service meets or even exceeds their expectations. They describe service quality as the gap between what customers expect and what they experience. Good service quality occurs when customer experiences exceed their expectations. Meanwhile, according to (Kotler 2019) service quality is the extent to which the service meets customer needs, desires and expectations. For him, service quality also includes aspects such as reliability, responsiveness, effective communication and empathy towards customers. (Christopher et al., 2016) define service quality as the gap between what customers expect and what they experience. He considers service quality to be the key to competitive advantage, and emphasizes the importance of understanding customer needs and desires and providing quality service to meet their expectations.

Thus, service quality is closely related to customer perceptions and experiences, as well as the importance of responsiveness, communication and empathy in providing quality services. Factors such as customer perception and experience, responsiveness, effective communication, and empathy are very relevant in the context of services at the Office of Religious Affairs. Efforts to improve the quality of services at KUA must pay attention to these aspects to ensure better and more satisfying services for people who need religious services (Agung et al., 2024)

Benefits of Service Quality

Good service quality can increase customer satisfaction. When customers feel that their needs and expectations are well met, they tend to be more satisfied with the services provided. This can increase customer loyalty, strengthen long-term relationships between organizations and customers, and help in obtaining positive recommendations from customers to others. Thus,

ARTICLE

good service quality at KUA has a positive impact in increasing customer satisfaction, strengthening long-term relationships between KUA and the community, and helping to build a good reputation in the eyes of society as a whole. These are all important factors in maintaining the continuity and success of the KUA in providing religious services to the community.

High service quality can strengthen an organization's reputation in the eyes of the general public. The KUA provides quality services, which include responsiveness, accuracy and care for the needs of the community (Silfiah & Mufida, 2024). Thus, service quality has broad and significant benefits for organizations, society and employees. Investments in improving service quality can have a positive long-term impact on the success and sustainability of the organization (Apriyani et al., 2022).

Dimensions of Service Quality

Service quality dimensions are a framework used to measure and evaluate various aspects of services provided to customers (Trisakti et al., 2024). There are various service quality dimensional models developed by experts, but one of the most well-known and widely used models is the SERVQUAL model proposed by Parasuraman, Zeithaml, & Berry (Haming et al., 2019). The SERVQUAL model identifies five main dimensions of service quality known by the abbreviation RATER.

Reliability, this dimension refers to the organization's ability to provide reliable and consistent services. This means providing services in accordance with the promises and expectations that have been made to customers, as well as avoiding errors or delays in providing services (Ramli & Hasbullah, 2021).

Assurance, The assurance dimension relates to customers' confidence and trust in the ability of an organization or service provider to provide quality services. This includes aspects such as officer competency, clarity of procedures, and guarantees that customer privacy will be maintained (Mulazid et al., 2020).

Tangibles, This dimension includes physical aspects of the service, such as facilities, equipment, and appearance of officers. Good physical evidence can give customers a positive impression about the quality of the services provided (Fida et al., 2020).

Empathy, The empathy dimension refers to an organization's ability to understand and respond to customer needs, desires and feelings in a friendly and caring manner. This includes aspects such as listening well, understanding the customer's situation, and providing appropriate support (Park & Kim, 2022).

Responsiveness, This dimension reflects the organization's ability to respond quickly and effectively to customer needs and requests. Fast and responsive responses can increase customer satisfaction and provide a positive experience (Sulistiyawan et al., 2019).

Through this SERVQUAL model, organizations can evaluate the quality of their services from the customer's perspective and identify areas that require improvement or further attention. By understanding and measuring these five dimensions, organizations can increase customer satisfaction, build loyalty, and achieve competitive advantage in service.

C. RESEARCH METHODOLOGY

This research uses a qualitative descriptive analysis approach, which aims to understand the phenomena observed in depth and detail (Fadli, 2021). This approach allows researchers to explore and interpret the meaning of qualitative data, such as interviews and observations, in a holistic and contextual way. In the context of this research, a qualitative descriptive analysis

ARTICLE

approach was used to explore the level of satisfaction and public perception of the services provided by the Kaliangkrik Religious Affairs Office (KUA).

Research data was collected through interviews and observations (Sugiyono, 2018). In-depth interviews were conducted with the Head of KUA, KUA employees and the public who have experience in utilizing KUA Kaliangkrik services. Interviews are conducted face-to-face or via communication media such as telephone or video conference, depending on the respondent's preferences and existing constraints. The in-depth interviews aim to gain a deep and detailed understanding of the community's experiences, perceptions and needs for KUA services. The interview questions are designed to explore various aspects such as satisfaction, expectations, barriers, and suggestions for service improvement. Apart from interviews, data collection techniques also use direct observation of the service process at the Kaliangkrik Religious Affairs Office. Observations were carried out directly at the KUA location to observe interactions between officers and the public, availability of facilities, environmental cleanliness, as well as the efficiency and effectiveness of the service process. This observation was carried out carefully and systematically to gain a comprehensive understanding of the operational reality and quality of services provided by KUA.

The research data that has been collected is then analyzed using interactive modeling techniques, which consist of data collection, data reduction, data presentation and drawing conclusions. In simple terms, the data analysis technique in this research can be depicted in the picture.

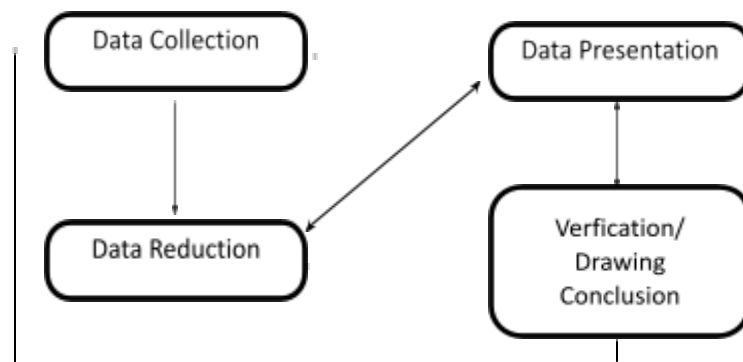


Figure 1. Interactive Model Analysis Chart
Source: Sugiyono, 2018

Data Collections

Research data was collected through in-depth interviews and direct observation at the Kaliangkrik Religious Affairs Office (KUA). Interviews were conducted with people who had experience using KUA services, while observations were carried out to gain direct understanding of the service process at KUA.

Data Reduction

The data that has been collected is then reduced or filtered to identify relevant patterns or findings. This step involves removing irrelevant data, grouping the data, and identifying the main themes that emerge from the data (Moleong, 2018).

Presentation of Data

The reduced data is presented in a systematic and structured form (Suaida, 2023). The method of presenting data in research is presented in direct quotes from interviews or observation notes.

Drawing Conclusions

Based on the data analysis that has been carried out, the main conclusions or findings are identified (Maryono, 2022). These conclusions can be in the form of general patterns, trends, or findings that stand out from the data. These conclusions are then used to provide a deeper understanding of the quality of service at KUA Kaliangkrik and to formulate appropriate recommendations or improvement strategies.

D. RESULT AND DISCUSSIONS

Service quality in this research uses the SERVQUAL dimension which consists of reliability, responsiveness, assurance, empathy and physical evidence. By using these SERVQUAL dimensions as an analytical framework, this research can provide a comprehensive understanding of the quality of service at the Pilot Religious Affairs Office in Kaliangkrik District, as well as identify areas that require further improvement or improvement to increase community satisfaction and experience in using it. KUA services.

Reliability

religious service process. For example, when an individual comes to obtain information about marriage procedures or divorce proceedings, the accuracy of the information we The reliability dimension refers to the ability of an organization or service provider to provide reliable and consistent services. In the context of services at the Office of Religious Affairs (KUA), reliability is a key factor that influences public perception and satisfaction with the services provided. To understand more about the dimensions of reliability in KUA Kaliangkrik. Based on the results of interviews with sources, a KUA officer who has experience in providing services to the community, explained that "In my opinion, reliability in the context of KUA includes several very important aspects. First, it means providing accurate and precise information to the community related to providing very crucial information " (Results of interviews with KUA employees, 2023). Another source also explained that

"Apart from the accuracy of the information, regularity in the service process is also part of reliability. This means that we must carry out service procedures consistently and on time. For example, the marriage registration process must be carried out with the same consistency for every couple who comes , without any differences or discrimination" (Results of interviews with the Head of KUA, 2023).

From this interview, it can be concluded that in the context of the Office of Religious Affairs (KUA), reliability includes aspects such as the accuracy of the information provided, regularity in the service process, and consistency in providing solutions or decisions to requests submitted by the public. This is important to ensure that the services provided by KUA are reliable and meet community expectations. Meanwhile, a source from the community stated that,

"I think the reliability of service at KUA is very important. For example, when I come to seek information about marriage procedures for my child, I hope to get accurate and clear information from KUA officers. Orderliness in the process service is also very important to me, because I want the process to run smoothly and without problems" (Results of interviews with the Community, 2023).

Resource persons from the community admitted that accuracy is one of the problems that many still face in services at KUA. As in the following interview:

"Yes, several times I experienced incidents where the information I received turned out to be inaccurate. For example, when I was trying to understand the divorce procedures for

ARTICLE

my brother, I received different information from different officers at the KUA. This made me confused and frustrated" (Results of interviews with the Community, 2023)."

From the interview above, it can be concluded that the community considers the reliability of services at the Kaliangkrik Religious Affairs Office (KUA) to be very important. The public expects accurate information, regularity in the service process, and consistency in the decisions or solutions provided by the KUA to public requests. This is important to ensure that the community feels supported and has their religious needs properly met by the KUA.

Responsiveness

The responsiveness dimension reflects the extent to which an organization or service provider responds to customer needs and requests quickly and effectively. In the context of the KUA, responsiveness includes the ability of officers to respond quickly and friendly to questions, requests or problems faced by the public. It also involves the ability to provide assistance or guidance to the public in a timely manner, without causing undue delay or ambiguity. A fast and efficient response can increase public satisfaction and trust in the services provided by KUA.

The community responded positively to the responsiveness provided in services at KUA, as per the results of the following interview: "Yes, I have experienced times where the responsiveness of services at KUA really helped me. For example, when I needed to get information about the schedule for worship services at the mosque ", I contacted the KUA and they quickly provided the information I needed. This made me feel valued and supported in my religious practice" (Results of interviews with the Community, 2023).

Responsiveness is an important aspect in building public trust in services at KUA. As the results of the following interview:

"In my opinion, responsiveness plays a very important role in building public trust in services at KUA. When people feel that their requests or needs are responded to quickly and efficiently, this increases their trust in KUA. They feel that KUA cares and is ready to help the community in carrying out their worship and their religious affairs" (Results of interviews with the Community, 2023).

From the interview above, it can be concluded that the community considers the responsiveness of services at the Kaliangkrik Religious Affairs Office (KUA) to be very important. A fast and efficient response can increase public satisfaction and trust in the services provided by KUA. This is an important factor in building good relationships between the KUA and the communities it serves.

Assurance

The assurance dimension relates to customers' trust and confidence in the ability of the organization or service provider to provide quality and adequate services. In the context of the KUA, guarantees involve aspects such as the competence of officers in handling religious matters, clarity of applicable procedures or policies, and assurance that the privacy and confidentiality of the community will be properly maintained. Apart from that, guarantees also include the organization's ability to meet ethical and moral standards in providing services, as well as the availability of sufficient resources to support KUA operations effectively.

The research source, in this case the head of the KUA, said that: "Service guarantees at the KUA cover several key aspects that are very important for the community. First, it involves the competence of officers in handling religious affairs. This means that KUA officers must have adequate knowledge and skills to provide assistance and advice to the

ARTICLE

community regarding their religious practices" (Results of interviews with the Head of KUA, 2023).

Meanwhile, KUA employees said that,

"In addition to officer competency, service guarantees also include clarity of applicable procedures or policies. The public must know clearly what procedures they must follow when submitting applications or managing religious matters at the KUA. This helps prevent confusion or misunderstandings that could occur" (Results interview with KUA employee, 2023).

The interview above provides information that in the context of the Kaliangkrik Religious Affairs Office (KUA), service guarantees involve aspects such as the competency of officers in handling religious matters, clarity of applicable procedures or policies. This is important to build public trust in the services provided by KUA and ensure that community needs can be met properly.

Regarding service procedures, the community explained that

"I think the KUA could improve communication about their service procedures. Perhaps by putting up information boards or brochures in public places explaining the steps to follow for various types of requests or religious matters. This would be very helpful for those who have never used the previous KUA" (Results of interviews with the Community, 2023).

Another source stated that,

"I hope that the KUA can be more proactive in providing information about their service procedures. This will make the process smoother and minimize confusion for the public. Apart from that, perhaps the KUA can also provide advice or guidance to the public about what they should prepare before coming to taking care of religious affairs" (Results of interviews with the Community, 2023).

From the interview above, it can be understood that people who use KUA services consider it important to know clearly what procedures they must follow when submitting applications or dealing with religious matters at KUA. The results of observations made by researchers show that KUA has adequate service procedures. Through clarity of this procedure, it can help prevent confusion or misunderstandings in the service process.

Empathy

The empathy dimension includes the ability of an organization or service provider to understand and respond to customer needs, desires and feelings in a friendly and caring manner. In the context of KUA, empathy includes officers' ability to listen well, understand the problems or needs of the community as a whole, and provide support or assistance with full attention and understanding. It also involves the ability to communicate clearly and effectively, as well as demonstrating an attitude that values and respects the diversity and uniqueness of individuals in society. The Head of KUA said that,

"In my opinion, the dimension of empathy in service at KUA includes the ability to understand and respond to customers' needs, desires and feelings in a friendly and caring manner. This means that we as KUA officers must be able to listen well, understand the problems or needs of the community as a whole, and provide support or assistance with full attention and understanding" (Results of interviews with the Head of KUA, 2023).

Empathy has been implemented in daily services at KUA, this was explained by KUA employees who said that,

ARTICLE

"At KUA, we try to listen carefully to every request or question raised by the public. We also try to understand the background or context behind each request, so that we can provide a response or solution that suits the needs of individuals or community groups. Apart from that, we also communicate clearly and effectively, and show an attitude that respects and respects the diversity and uniqueness of individuals in society" (Results of interviews with KUA employees, 2023).

Regarding the empathy dimension, the community recognizes that KUA employees have implemented it well. As the results of the following interview:

"I think the dimension of empathy is very important in service at KUA. When I come to get help or advice related to religious matters, I hope that KUA officers can listen well and respond in a friendly and caring manner. This makes me feel heard and valued as an individual " (Results of interviews with the Community, 2023).

The community has experiences where KUA officers show empathy in service. As the results of the following interview:

"Yes, I have had experiences like that. When I faced personal problems related to religious matters, KUA officers patiently listened to my story and provided very helpful advice. They showed understanding and support which made me feel calmer and more confident" (Results of interviews with the Community, 2023).

From the interview above, it can be concluded that the community considers the dimension of empathy to be very important in services at the Kaliangkrik Religious Affairs Office (KUA). The public expects KUA officers to listen well, respond in a friendly and caring manner, and show an attitude that respects the needs and feelings of the community. It is hoped that KUA can continue to improve the empathy dimension in their services to provide a better experience to the community.

Tangible

The physical evidence dimension relates to the physical appearance of the facilities, equipment, personnel, and visual communications used by an organization or service provider. In the KUA context, physical evidence includes aspects such as the cleanliness and tidiness of the office, the availability of comfortable and standard facilities, as well as the professional and friendly appearance and behavior of officers. Physical evidence also includes clarity of information provided, both in written and visual form, making it easier for the public to understand procedures, requirements and their rights in using KUA services. The physical dimension is also a concern for KUA, as shown in the following interview:

"In my view, the physical evidence dimension in KUA services includes aspects such as the physical appearance of office facilities, the condition of the equipment used, the appearance and behavior of officers, as well as the clarity of information provided to the public. This also includes the cleanliness and tidiness of the office, the availability of facilities comfortable and in accordance with standards, as well as clarity of information both in written and visual form" (Results of interviews with the Head of KUA, 2023).

The physical evidence dimension has also been implemented in daily services at KUA, as explained by the following KUA employee: "At KUA, we really pay attention to these aspects to ensure that the environment and people's experience in using KUA services is optimal. We try to maintain cleanliness and tidiness of the office, as well as providing comfortable and standard facilities for the community. Apart from that, we also strive to present a professional and friendly attitude and appearance to the community" (Results of interviews with KUA employees, 2023).

ARTICLE

From the interview above, it can be understood that the dimensions of physical evidence in the Kaliangkrik Religious Affairs Office (KUA) services include various aspects including the physical condition of the office, the facilities provided, the appearance and behavior of officers, as well as the clarity of the information conveyed to the public. It is important for KUA to continue to pay attention to and maintain these aspects in order to provide a positive and satisfying experience for the people who use their services. According to the community, the physical conditions at KUA appear to be adequate, as shown in the following interview:

"I think the physical condition of KUA is quite adequate. The office looks quite clean and orderly, and the facilities are also quite complete. However, there are some areas where minor improvements may be needed, such as improving lighting in some rooms" (Results of interviews with the Community, 2023).

The community believes that the facilities provided by the KUA are adequate. As the results of the following interview:

"In general, I feel that KUA provides the necessary facilities well. The waiting room is quite comfortable and there are facilities such as clean ablution areas. However, perhaps there could be improvements in terms of providing a wider space to accommodate a larger number of visitors at a time busy" (Results of interviews with the Community, 2023).

From the interview above, it can be understood that the community considers the physical condition and availability of facilities at the Kaliangkrik Religious Affairs Office (KUA) to be adequate, but there are still several areas that can be improved. The public also felt that the information provided was clear enough, but there was room for improvement. It is hoped that the KUA can pay attention to input from the community to continue to improve the physical dimension of their services.

From the research results above, it can be concluded that service quality and community satisfaction have strong relevance in the context of service management theory. According to the ServQual theory proposed by Parasuraman et al., (1985), service quality can be measured through five main dimensions: reliability, responsiveness, assurance, empathy, and physical evidence. When organizations, such as the Kaliangkrik Religious Affairs Office (KUA), are able to provide services that meet or exceed customer expectations in each of these dimensions, community satisfaction will increase. For example, when KUA officers are responsive to community needs, provide clear and timely information, and show empathy and understanding for the problems faced by the community, the community will feel appreciated and supported (Author's observation results, 2023). This is in accordance with the concept of community satisfaction which is defined as the community's positive feelings towards the results obtained from a comparison between expectations and the performance they receive (Oemar & Gangga, 2017). In other words, the better the quality of service provided, the greater the possibility that people will feel satisfied (Ramli & Hasbullah, 2021). Therefore, to increase public satisfaction, organizations need to continuously strive to improve the quality of their services through a deep understanding of customer needs and expectations as well as implementing best practices in providing services.

E. CONCLUSIONS

Based on the results of research on the analysis of service quality at the Pilot Religious Affairs Office (KUA) Kaliangkrik District, it can be concluded that the evaluation of service quality through five dimensions of SERVQUAL, namely reliability, responsiveness, assurance,

ARTICLE

empathy and physical evidence, provides a comprehensive picture of satisfaction and public perception of the services provided. The research results show that there are positive aspects in KUA services, such as the responsiveness of officers to community needs, clarity of service procedures, and efforts to maintain the cleanliness and tidiness of the office. However, several areas were also identified that required further attention, such as improvements in the provision of information and maintenance of the physical condition of facilities. By paying attention to these findings, a number of recommendations for improvement and improvement can be proposed, including training to increase the empathic abilities of officers, improvements in providing information, and regular inspections to maintain the physical condition of facilities. Implementation of these recommendations is expected to improve the overall quality of service, thereby strengthening public satisfaction and trust in the services provided by KUA Kaliangkrik.

REFERENCE

- Agung, R., Mana, F. A., Haris, U., Enala, S. H., & Prasetya, M. N. (2024). Quality Of Service Of The Rehabilitation Section At The Palu City National Narcotic Board. *Jurnal Dialektika: Jurnal Ilmu Sosial*, 22(1), 72-78.
- Anggraini, L. H. (2017). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat Di Kua Kecamatan Rungkut Kota Surabaya. *JPAP: Jurnal Penelitian Administrasi Publik*, 3(2), 757–763. <https://doi.org/10.30996/jpap.v3i2.1256>
- Apriyani, N., Wahyu, F. P., & Dewi, R. K. (2022). Upaya Peningkatan Kualitas Pelayanan Publik Melalui Mal Pelayanan Publik Di Kabupaten Pandeglang. *Jurnal Dialektika: Jurnal Ilmu Sosial*, 20(3), 1-16.
- Atmaja, I. S., Irawan, A., Arifin, Z., Habudin, I., Zakaria, N. M., & Rusmanto, S. (2020). Peranan Kantor Urusan Agama (KUA) Dalam Penguatan Ketahanan Keluarga di Kecamatan Tepus. *Nuansa Akademik: Jurnal Pembangunan Masyarakat*, 5(2), 75–88.
- Chistopher, L., Jochen, W., & Jacky, M. (2016). *Pemasaran Jasa, edisi ketujuh*. Jakarta: Erlangga.
- Fadli, M. R. (2021). Memahami desain metode penelitian kualitatif. *Humanika*, 21(1), 33–54. <https://doi.org/10.21831/hum.v21i1.38075>
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10(2).
- Haming, M., Murdifin, I., Zulfikar Syaiful, A., & Putra, A. H. P. K. (2019). The application of SERVQUAL distribution in measuring customer satisfaction of retails company. *Journal of Distribution Science*, 17(2), 25–31. <https://doi.org/10.15722/jds.17.02.201902.25>
- Kotler, P. (2019). The market for transformation. *Journal of Marketing Management*, 35(5–6), 407–409. <https://doi.org/10.1080/0267257X.2019.1585713>
- Maryono, M. (2022). Budaya Pesantren dalam Pembentukan Karakter pada Santri Sekolah Menengah Pertama Berbasis Pesantren. *DWIJA CENDEKIA: Jurnal Riset Pedagogik*, 6(2), 296–305. <https://doi.org/10.20961/jdc.v6i2.63441>
- Moleong, L. J. (2018). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Mulazid, A. S., Arief Mufraini, M., Saharuddin, D., & Wicaksono, A. T. S. (2020). Attributes of islamic bank service quality: A survey to map metropolitan customer satisfaction. *International Journal of Business and Society*, 21(2), 883–897.

ARTICLE

- Oemar, U., & Gangga, L. (2017). Pengaruh Stres Kerja Terhadap Kinerja Pegawai Pada Dinas Pendapatan, Keuangan Dan Aset Daerah Kabupaten Musi Banyuasin. *Jurnal Ecoment Global*, 2(2), 22. <https://doi.org/10.35908/jeg.v2i2.249>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41–50.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12–40.
- Park, J., & Kim, R. B. (2022). Importance of offline service quality in building loyalty of OC service brand. *Journal of Retailing and Consumer Services*, 65.
- Paulina, S. (2021). Kualitas Pelayanan Pencatatan Nikah Di Kantor Urusan Agama Kecamatan Paringin Pada Masa Pandemi Covid 19. *Al Jidara Balad*, 7(2), 107–115.
- Ramli, S., & Hasbullah. (2021). Pengaruh Dimensi Kualitas Pelayanan Terhadap Kepuasan Pemohon Perizinan Pada Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kabupaten Mamuju. *Jurnal Forum Ekonomi*, 23(1), 77–85.
- Riyanto, A. (2018). Implikasi Kualitas Pelayanan Dalam Meningkatkan Kepuasan Pelanggan Pada PDAM Cibadak Sukabumi. *Jurnal Ecodemica*, 2(1), 118.
- Silfiah, R. I., & Mufida, N. (2024). Strategy To Improve Family Card Administration Service In Purwosari Village, Purwosari District, Pasuruan Regency. *Jurnal DIALEKTIKA: Jurnal Ilmu Sosial*, 22(1), 29-42.
- Suaida, S. (2023). Analisis Manajemen Pengendalian Kualitas Layanan Sirkulasi dengan Perspektif Total Quality Management (TQM) di Perpustakaan Umum Kota Solok. *JIPIS: Jurnal Ilmu Perpustakaan Dan Informasi Islam*, 2(1), 31–40.
- Sugiyono. (2018). *Metode Penelitian Pendidikan*. Bandung: Alfabeta.
- Sulistiyawan, E., Salim, U., Rofiq, A., & Rofiaty. (2019). The role of the sharia banking service quality in creating customers' satisfaction and happiness (a survey of state-owned sharia banks in Indonesia). *Banks and Bank Systems*, 14(4), 69–77.
- Tawai, A., Yusuf, M., & Rijal, M. (2022). Peningkatan Kualitas Layanan Peningkatan Kualitas Publik Melalui Pelayanan Administrasi Pernikahan Pada Kantor Urusan Agama Kecamatan Wolio Kota Bau Bau. *Journal Publicuho*, 5(3), 661–671. <https://doi.org/10.35817/publicuho.v5i3.6>
- Trisakti, F., Insani, D. M., Fadillah, A. K., & Octaviani, D. (2023). Analysis Service Quality In The Success Of The Bandung City Dpmpstsp As The Best Performance Dpmpstsp In West Java. *Jurnal Dialektika: Jurnal Ilmu Sosial*, 21(3), 55-63.