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Optimization of Village Office Services through Service Standards, Complaint Services, and Community Satisfaction Surveys

Eljihad Akbari Syukriah[1*], Arindah Mutiara Ramdhani[2], Rhegyna Vanessa Reston[3], and Miftahul Nurjannah[2]

[*1]Public Sector Business Administration Study Program, STIA LAN Makassar Polytechnic, Makassar, Indonesia

[2]Apparatus Human Resources Management Study Program, STIA LAN Makassar Polytechnic, Makassar, Indonesia

[3]State Development Administration Study Program, STIA LAN Makassar Polytechnic, Makassar, Indonesia

*eljihad.asm@stialanmakassar.ac.id

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Abstract

This community service aims to improve the quality of public services in Coppo Tompong Village, Mandalle District, Pangkajene and Islands Regency, with a focus on complaints, community satisfaction surveys, and service standards. The method used in this community service uses the PAR method. In the PAR method, the community becomes a collaborative partner, not an object of research. The PAR method has several principles, including the principles of participation, action orientation, triangulation, and flexibility. The results of initial observations showed several problems, including complaints services that were still manual, the absence of service standards, and no forum for assessing community satisfaction. The solutions carried out were the creation of a Google Form-based complaint service, the preparation of service standard documents, and the creation of a community satisfaction survey. The community satisfaction survey conducted aims to measure how satisfied the community is with the services received, with the survey results showing that services at the Coppo Tompong Village Office fall into the "Very Good" category with the results of the Community Satisfaction Index value showing a value of 90.63. In addition, an infographic of the survey results and service standards was created which can be accessed through Linktree. Despite obstacles such as limited technological knowledge among the community, this service is considered successful in improving the transparency and efficiency of public services in the village, as well as providing long-term benefits for villagers.

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INTRODUCTION

In Law No. 25 of 2009, Article 1 Paragraph 1 explains that public services are activities in an effort to provide service needs in accordance with laws and regulations aimed at every citizen and resident for goods, services, and / or administrative services provided by

public service providers (Lawiya et al., 2023). The definition of public services is also written in the Decree of the Minister of Administrative Reform (KEPMENPAN) Number: 63/KEP/M.PAN/7/2003 which reads: all service activities implemented by public service providers are an effort to fulfill the needs of service recipients as well as the implementation of statutory provisions (Gamaputra et al., 2022). Public services are often the subject of demands by the public because they are closely related to moral and ethical issues (moral and ethical of bureaucracy).

The community as citizens has the right to assess, reject and demand anyone for the provision of public services (Maria et al., 2024). Public complaints are a form of conveying aspirations to report events or problems that occur in the community. Information is data that has been processed into a more meaningful value, which helps the recipient make more informed decisions. Information has a crucial role in the decision-making process because the available data provides the basis for the formation of this information (Setiono et al., 2024).

In Indonesia itself, public services are used as one of the indicators to assess the quality of government administration in carrying out its duties and functions as a public service provider. Service standards are said to be of high quality if the services provided are in accordance with the applicable rules, and values (Rusdi, 2023)**.** Every government agency, both the lowest and highest agencies, has an obligation to provide services to citizens (Siburian et al., 2020).

Based on Permen PANRB Number 14 of 2017 states that the Community Satisfaction Survey is an activity to measure the overall level of community satisfaction with the quality of services provided by public service providers (Ministry of Administrative Reform and Bureaucratic Reform, 2017). As we know, public services carried out by the government often do not meet people's expectations. There are still many public services that are lacking in terms of quality and quantity. Therefore, through the framework of Permenpan RB Number 14 of 2017, the government continues to strive to further improve the quality of its services (Minister of Home Affairs of the Republic of Indonesia, 2021).

Quality public services provided by the government to the community are an obligation that must be carried out by the government. Because the government carries out service functions related to all spheres of community life, and its implementation is mandated to certain government officials who are functionally responsible according to their respective fields (Umasugi et al., 2023).

As mentioned in Law No. 6/2014 on villages in Article 4 letter F that "improving public services for the village community is useful in order to accelerate the realization of public welfare;" (Republik Indonesia, 2014). In particular, Permendagri Number 2 of 2017 concerning Village Minimum Service Standards Article 1 Paragraph 8 which reads Village Minimum Service Standards are provisions on the type and quality of services that are village affairs that must be obtained by all village communities at a minimum (Minister of Home Affairs of the Republic of Indonesia, 2017).

The development of information in the current digital era has made it easy to access information via the internet. Ease of communication and information dissemination is one of the advantages that can be useful for public services. Public services that are closest to the community are services at the village office. The village itself is a community in a legal unit that has its territorial boundaries and has the authority to take care of and regulate the governance of the interests of each community. The village government is also a government agency that is very easy for the community to reach so that the quality of its services is a trigger for indicators of the successful implementation of the duties of the village government (Setyaningsih et al., 2021).

This convenience can be very useful when used in improving village community services (Wulandari, 2023). However, the benefits of technology are still less applied in the village; the community there is still lacking knowledge in the utilization and expertise of the technology itself effectively (Manar et al., 2022).

Based on the data obtained after conducting observations at the Coppo Tompong Village Office, the first problem found is that the complaints service used still uses a manual system where people come directly to the village office to submit complaints or make manual complaints using a suggestion box that is written independently, and when there are people who submit complaints, the staff usually do not immediately follow up. Both of these are motivated by the limited access that causes not all elements of the community to be able to access it and the staff's busyness with other services that hinder them in responding to and handling community complaints.

The second problem is that there is no service standard, so if the community wants to take care of something related to certain documents, the community must ask the service officer at the village office. This results in less efficient and effective use of service time. In organizing services, service standards are needed as a benchmark for success. Service standards are also closely related to community satisfaction surveys and service complaints where when there is one of the service standards that the community feels is not as it should be, the community can complain and fill out a community satisfaction survey.

Then the last problem is that there is no forum or place for the community to assess their satisfaction with the services provided. The community satisfaction survey would later be used as a forum for communication between service providers and service users so that if the service felt by the community is lacking or not in accordance with applicable service standards, organizers can improve and improve the quality of their services. The purpose of this service activity is to provide service solutions for the Coppo Tompong village office in improving the quality of service to the community.

METHODS

The method used in this community service uses the PAR (Participatory Action Research) method. In the PAR method, the community becomes a collaborative partner, not an object of research. The PAR method has several principles, including the principles of participation, action orientation, triangulation, and flexibility. For the implementation of this service, interview, survey and observation methods were carried out for 26 days at the relevant locus, namely Coppo Tompong Village, Mandalle District, Pangkajene and Islands Regency with a focal point on services at the village office. The people involved in this service are the Coppo Tompong village community who have received services at the village office and village officials who implement village service standards.

Based on the results of the observation, one solution to the problem was implemented by making a Google Form-based complaint service so that with this Google Form-based complaint service the community is more free to submit complaints, whenever and wherever they are without having to come directly to the village office, and village staff also no longer need to process each complaint manually. Other efforts made were the preparation of a service standard document that would later be used as a guideline for services provided by the existing government and the creation of a community satisfaction survey platform through a Google Form link. In terms of creating transparency, the writing team conducted independent socialization and satisfaction surveys with the community to find out the level of community satisfaction with the services provided at the Coppo Tompong village office, which later the results of the

community satisfaction survey were made into infographics. Then the results of the efforts made were entered into the linktree. Linktree is a platform that allows its users to manage and optimize their links through a single link with a simple and easy-to-use display (Renova et al., 2022). The linktree can be accessed on the bio page of the Coppo Tompong Village Instagram @pemdesdct_real to make it easier for the community to access it and the service does not charge any fees. The stages of service are described in Table 1.

Table 1 The stages of service

Stage	Activities
1	Discussion with staff at the village office.
2	Observation and analysis of problems and formulation of solutions at the village office.
3	Designing Google Form for complaint services, community satisfaction surveys and service standard content.
4	Making service complaint barcodes and banner designs on how to scan service complaint barcodes.
5	Conduct door to door community satisfaction surveys and communicate service standards with the village office.
6	Inputting data on the results of the community satisfaction survey using Microsoft Excel which was then made into infographics.
7	Revision of service standard documents and creation of SP infographics
8	Submission

RESULTS AND DISCUSSION

The community service (PM) team of the State Development Administration and Apparatus Human Resource Management study programs conducted service activities at the Coppo Tompong village office. This activity is coupled with various activities related to the service standards work program, community satisfaction surveys and service complaints.

The first phase of activities began on July 10, 2024 where the service team made observations by discussing with the parties in the village office. This observation was carried out at the Coppo Tompong village office to obtain information related to complaint services, community satisfaction surveys and service standards at the Coppo Tompong Village Office. The result of this first stage activity is the knowledge of the existing conditions at the Coppo Tompong village office.

The second activity after the discussion was the observation of problems at the village office. According to Sugiyono in Suhartini (2023), observation is a data collection technique that has distinctive characteristics compared to other techniques. This technique is carried out by observing and recording directly at the research location regarding phenomena related to the object under study. Through this process, the service team tries to obtain the necessary data. The results of this stage of the activity are firstly the discovery of the fact that existing service complaints have not functioned optimally. Complaints or the delivery of aspirations and complaints from the community is an important aspect in a government institution, especially at the village level. Through the delivery of aspirations and complaints, institutions can more easily improve and enhance the quality of their services (Fauyhi & Rohmat, 2021). Second, there is no service standard at the Coppo Tompong Village Office. Every public service organization must have service standards as a guarantee of certainty for service providers in carrying out their duties and functions, as well as for service recipients in the application process. Service standards are standardized measures in the implementation of public services, which function as guidelines that must be obeyed and implemented by service providers, as well as guidelines for service recipients in the application process, as well as a control

tool for the community or service recipients against the performance of service providers (Sari & Suparti, 2023). Third, there is no forum for the community to convey satisfaction with the services received. The main objective of public services is to achieve community satisfaction. Community satisfaction would be achieved if the services provided match or even exceed the established standards. This satisfaction is the main factor that must be considered by public service providers, because community satisfaction determines the success of the government in implementing public services (Sari & Suparti, 2023).

Based on the results of observations and analysis of existing problems, the service team formulated a solution to these problems, namely by creating a service complaint media, preparing service standards and creating a community satisfaction survey link so that the community can convey anything related to the services received.

The third activity stage is the design of Google Form complaint services and community satisfaction surveys. According to Irene in (Hamzah et al., 2024), Google Form is a service that offers various benefits and uses for its users for various purposes, both business, work, and companies. Google Form makes it easy for users to create surveys, online forms, or questionnaires that contain questions that can be customized by the creator. The stages of creating a complaint service Google Form start from creating a gform. Then formulating content elements which include the name of the service user who wants to submit a complaint, the complainant's cellphone number, address, type of complaint, description of the complaint and suggestions for related services. All these elements are set with mandatory settings.

In addition to creating a Gform link for complaint services, at this stage the service team also created a community satisfaction survey link. The steps for making a community satisfaction survey Google Form start with making a Google Form. Followed by the formulation of the contents of the community satisfaction survey questionnaire. According to Sugiyono in Suhartini (2023), a questionnaire is a data collection technique that is carried out by providing a series of questions or written statements to respondents to answer. The contents of the community satisfaction survey questionnaire include the respondent's name, gender, address, questions related to service elements (suitability of requirements, service procedures, service time, costs, service products, officer competence, officer attitude, handling complaints and quality of infrastructure in the service unit).

At this stage, the drafting of the content of the service standards was also carried out with the first step being interviews. According to Sugiyono in (Suhartini, 2023), interviews are a data collection technique used when researchers want to conduct a preliminary study to determine the problems that need to be researched, or when researchers want to know certain things from a small number of respondents. In this study, interviews were conducted by asking questions directly to village officials to obtain the necessary data. Interviews were conducted involving several parties such as the village secretary, Mrs. Harniati, S.Sos, and several staff at the village office. This interview discussed the flow of services at the village office.

The fourth activity stage is the making of service complaint barcodes and banner designs on how to scan service complaint barcodes. Malik in (Hamzah et al., 2024) said, literally a barcode can be interpreted as a code in the form of lines with different thicknesses according to the contents of the code. This code serves to represent the data or information contained in it. Making a physical barcode starts with the first step, namely opening the QR Code Generator website then copying the service complaint form link then creating a QR code and the barcode would appear automatically. In addition to creating a barcode as seen in Figure 1a, a banner is also provided on how to access the form via a barcode. How to make a banner starts from creating a banner design using the

Canva application, then the banner briefly explains how to scan the Google Form QR code as shown in Figure 1b. The procedure for scanning QR barcodes includes:

a. Open the Google App.
b. Pressing google lens in the top right corner of the Google app.
c. Scan the service complaint barcode poster by pressing the bottom center button.
d. Scan the barcode, and then the scanned barcode would display and issue a link to the public complaint form.
e. Click the link and enter your data and service complaint.

(a) (b)

Figure 1 (a) Service complaint barcode display and (b) Banner display of how to scan the QR barcode of service complaints

The QR barcode is made to be affixed to each service desk at the Coppo Tompong village office with the aim of making it easier for the community to find the complaint link that has been provided. As well as a banner on how to scan the QR barcode for service complaints placed at the Coppo Tompong Village Office so that it can be seen by people who come to the Coppo Tompong Village Office.

The fifth stage of activities was to conduct a door-to-door community satisfaction survey and communicate service standards with the village office. This community satisfaction survey was carried out starting from the end of Tanjengan hamlet then to the Mattiro Deceng Hamlet area and finally in the Galla Raya area. This survey involved people from all levels in Coppo Tompong village where the service team conducted a survey using a Google Form questionnaire containing questions on 9 service elements. As well as conducting interviews directly to the community to ask about community satisfaction with the services obtained. At this stage, the process of preparing service standards begins by entering indicators and types of existing services. The service standard includes 2 parts, namely the cover page which contains the logo and name of the relevant village government, type of service, document number, revision number (if any), date of publication, page, authorized by, and signature of the relevant village head. While the content page of the service standard includes 6 important elements, namely document requirements, service procedures, service time, fees charged, service products produced and complaint management.

The activity in the sixth stage is inputting data on the results of the community satisfaction survey using Microsoft Excel which is then made into infographics. The survey data that has been obtained is then processed into data using Microsoft Excel. Based on the results of data processing carried out with a population of 85 people and a

sample of 70 people, the results show that the services provided by the organizers at the Coppo Tompong Village Office meet category A (Very Good) which shows the results of the service unit Community Satisfaction Index (IKM) value of 90.63 and an average value of 3.63. The purpose and purpose of the Community Satisfaction Index is as a benchmark for assessing the success of services and can be used as a description of the service performance of an agency (Suhartini, 2023). The average value of each service element can be seen in Table 2.

Table 2 results of the average value of service elements

No.	Service Elements	Average Score
U1	Requirements	4.00
U2	Procedures	3.71
U3	Service Time	3.43
U4	Cost/Tariffs	3.94
U5	Service Products	3.73
U6	Implementer Competence	3.63
U7	Implementer Behavior	3.56
U8	Complaint Handling, Suggestions, and Feedback	3.36
U9	Facilities and Infrastructure	3.60

Based on Table 2, the highest service element value is in the element of suitability of requirements with a value of 4.00 which indicates that the service requirements at the Coppo Tompong Village Office are very suitable for the type of service. While the lowest service element is in the element of complaint handling which shows a value of 3.36, which means that complaint handling at the Coppo Tompong Village Office has not functioned optimally so it needs to be evaluated and improved. After obtaining the results of the service unit IKM, an infographic example is made which contains the value of the community satisfaction survey, the average value, and the number of respondents as shown in Figure 2.

Figure 2 infographic of community satisfaction survey results

With this example of a community satisfaction survey, it is hoped that the Coppo Tompong Village Office would plan to improve its services based on the results of the assessment and conduct regular community satisfaction survey assessments and evaluate the results of the community satisfaction survey.

The seventh stage of this activity was the revision of the service standard document and the making of service standard infographics. At this stage, it was carried out by facing the village secretary Mrs. Harniati, S. Sos at the village office. After all service standard drafts were approved as shown in Figure 3a, the service team began to create service standard infographics using Canva by entering important indicators that had been compiled in the document which can be seen in Figure 3b.

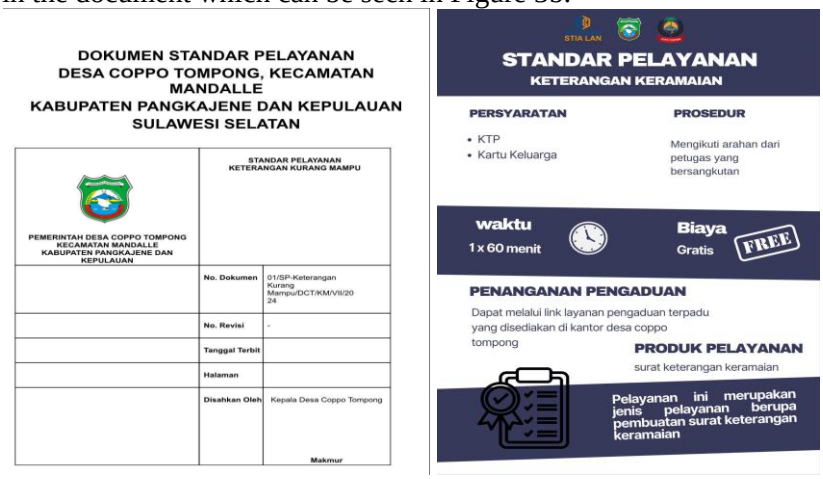

Figure 3 (a) Draft service standard document and (b) One of the service standard infographics

The last stage of this activity is the submission of results to the Coppo Tompong village office which results in 7 outputs, namely service complaint links, service complaint barcode scans, service complaint procedures banners, community satisfaction survey questionnaire links, infographics of community satisfaction survey results, service standard documents and service standard infographics. Then the seven outputs are put into a linktree which can be accessed on the Instagram bio page of Coppo Tompong Village @pemdesdct_real to make it easier for the public to access it and free of charge which can be seen in Figure 4.

Figure 4 Linktree view

In implementing existing solutions, there are certainly challenges. The obstacles faced by the community service team include a lack of public awareness regarding the use of technology, as digitalization in Coppo Tompong Village is not yet widespread, limited public participation in improving service quality, and a lack of concern among service personnel regarding the importance of establishing service standards.

Evaluation is an important process for assessing the success of a program or policy. The purpose of evaluation is to measure the extent to which a program has achieved its established objectives. This relates to the steps taken by the Community Service Team in Coppo Tompong Village, which involves monitoring and evaluating complaint service surveys and public satisfaction, as well as formulating service improvements based on the survey results. One approach to improving services in government agencies is through citizen feedback mechanisms. For example, through the Government Quality Management program in the Philippines, the government collects feedback from the public to measure satisfaction levels and identify areas needing improvement in public services. This approach uses the voice of the community as a guide to enhance service standards, ensuring that the services provided meet the needs and expectations of the citizens.

In Coppo Tompong Village, survey results indicate that several service elements, such as complaint handling, are not functioning optimally. Based on this evaluation, the team created an improvement plan by providing digital-based complaint media and public satisfaction surveys, such as Google Forms and QR codes. The public service standards that have been established do not guarantee that service providers would deliver quality services. Therefore, effective and well-managed complaint handling is crucial to provide broad access to the public as service users to improve service quality. Proper complaint management not only strengthens public participation but also contributes to the sustainable enhancement of public service quality. Thus, service providers must understand and implement all applicable regulations regarding public complaint management as evidence that the government is truly present to serve the public (Sari & Suparti, 2023)

In public services in Coppo Tompong, the Index of Public Satisfaction is used as an indicator of service success. Therefore, regarding public satisfaction levels, the Minister of Administrative and Bureaucratic Reform mandates that each service delivery periodically conduct public satisfaction index surveys. The evaluation of the Public Satisfaction Index, with a high average score in Coppo Tompong Village, indicates that services are functioning well, although there is still room for improvement, especially in complaint handling.

CONCLUSIONS

The community service activities conducted by the Community Service Team at the Coppo Tompong Village Office have successfully identified and addressed various issues related to public service standards, community satisfaction, and complaint handling. Through initial observations and discussions with village officials, the team recognized several critical challenges: the absence of service standards, ineffective complaint handling processes, and a lack of mechanisms for community feedback.

To tackle these challenges, the team developed practical solutions, including the implementation of a digital complaint media, the creation of service standards, and the introduction of community satisfaction surveys via Google Forms and QR codes. These initiatives aimed to enhance community engagement and ensure that services meet the expectations of the villagers.

The survey results revealed a generally positive perception of the services provided, indicated by a high Community Satisfaction Index. However, the team noted that specific service elements, particularly complaint handling, require further improvement. Continuous monitoring and evaluation of public services, coupled with regular community feedback, are essential for ongoing enhancement of service quality.

Overall, this program not only facilitated the establishment of effective service delivery mechanisms but also reinforced the government's commitment to serving the public through transparent and accountable practices.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

EAS; Led the design of the community service program, coordinated the team in the implementation of the program, and is responsible for the overall content and structure of this article. She was also involved in the preparation of the service standard document and supervised the process of analyzing the data from the community satisfaction survey.

AMR; Actively participated in field data collection through interviews, observations, and community satisfaction surveys. She also helped identify key issues related to public services in Coppo Tompong Village and developed strategic recommendations based on the observations.

RVR; Focuses on analyzing survey data using statistical tools, preparing infographics, and data visualization to support the effective delivery of results to the community and village officials. She also helps to ensure that the results are analyzed in accordance with relevant academic standards.

MN; Responsible for the development of service standard documents involving identification of community needs and consultation with village authorities. She also coordinated the evaluation of the implementation of solutions, such as digital complaint services, to ensure their sustainability.

Each author made significant contributions to various aspects of the planning, implementation, and evaluation of this community service program, with a focus on improving the quality of public services at the village level.

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AUTHOR PROFILES

Full name : Eljihad Akbari Syukriah Mathory
Email : eljihad.asm@stialanmakassar.ac.id
Expertise : Marketing managemen, Busines Administration
Affiliation : Politeknik STIA LAN Makassar
Google Scholar : Eljihad Akbari Syukriah
Sinta : 6711726

Full name : Arindah Mutiara Ramdhani
Email : arindahmutiaraaa@gmail.com
Expertise : Human Resources Management
Affiliation : Politeknik STIA LAN Makassar

Full name : Rhegyna Vanessa Reston
Email : vvvanessha@gmail.com
Expertise : State Development Administration
Affiliation : Politeknik STIA LAN Makassar

Full name : Miftahul Nurjannah
Email : miftahuljannah3580@gmail.com
Expertise : Human Resources Management
Affiliation : Politeknik STIA LAN Makassar