

Public Service Model for Indigenous People on the Kerinci Inland Ethnicity

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ABSTRACT

The objective of this study is to examine the public service model for indigenous people in the Kerinci ethnic inland in the tourism sector. This model is designed with the concept of Total Quality Management (TQM) which has internal (employees) and external (public) customers. This model has used equity satisfaction as a measure of its quality. A quantitative approach has been chosen to test the sector models that have been found previously in the context of local government. Does this model also apply among indigeneous people in Kerinci. The population in this study is an ethnic group whose dominant characteristic of authenticity is Kerinci inland. With the multistage random sampling technique, a sample of 39 for the employees and 250 respondents for public was obtained. Data collection has used a validated and reliable questionnaire, which is distributed to respondents who have the relevant ethnicity. Then analyzed used regression. The results of this study indicate that the model studied in the three previous at sectors of local government, in 2018 and 2019, proved to be the same, when applied to the Kerinci ethnic hinterland.

Keywords: *Customer Equity Satisfaction, Indigenous People Services, Total Quality Management (TQM)*

1. INTRODUCTION

Review's internal (employee) and external (public) customer satisfaction theory that is appreciated in this research is Equity Theory, although there are many other satisfaction theories such as Attribution Theory, Disconfirmation Theory, Job Satisfaction and other theories. And Menpan RB RI used confirmation theory. The implementation of the model that has been found (Dasman Lanin, 2019) [1] in various different sectors in West Sumatra shows a significant effect of Equity Satisfaction of Internal Customer (ESIC) or employee on Service Transactions (ST), and otherwise Service Transaction (ST) becomes dependent variable and Equity Satisfaction of External Customer (ESEC) or public as dependent variable. Now, want to see and prove or test whether the implementation among the Kerinci ethnic group is the same? This means that if it is applied or researched on a certain ethnicity such as among the Kerinaci ethnic group, it will also show how therefore, this study focuses on Public Service Model for Indigenous People on the Kerinci Inland Ethnicity.

1. Background

As an archipelago consisting of various ethnic groups and languages, Indonesia is a very rich country in terms of culture. Every tribe that exists generally has customary laws that regulate various aspects of life, ranging from issues of social relations, worship rituals,

beliefs, and myths to customary sanctions for offenders who do so.

The richness and diversity of these cultural assets have also contributed to the public administration system in the context of local wisdom; so that from this a public administration that has its own unique character is formed. Public administration practices based on local wisdom have actually been going on for a long time, during the days of the period before the colonialists entered Indonesia, and have been passed down from generation to generation and some still exist today.

Local wisdom recently has become an aspect of settling conflicts in public management. Ali Farazman's Sound Governance (2017) [2] greatly strengthens local government. The Masuji case in Lampung is one of the cases that put aside local wisdom for private investors, who play on the concept of *good government*. Public administration with the concept of public service management based on the values of our local wisdom deserves to be revived. An aspect of settling conflicts in public management because local wisdom recently has become.

Global transformation always demands a good governance system (good governance) and one of the functions that must be carried out is the management of public services in order to bring public satisfaction. Community satisfaction among the existing ethnic groups is also determined by the design of the services

being built. This research was designed based on the concept of Total Quality Management (TQM).

The research by Dasman Lanin and Syamsir (2017) [3] 1 has found a TQM-based Local Government Service Model for Customer Satisfaction in a hospital. Then Dasman Lanin and Syamsir (2018) [4] 2 have tested this model in three public sectors, namely the Immigration sector, the Industry and Labor sector and the Population and Civil Registry sector, the results show that this model is consistent and shows a significant influence between internal customer satisfaction (employees) with six intermediate variables or service transactions (delivery, timelines, professionalism, information, staff attitude, organizational internal politics) and vice versa also seen significant service transactions with external customer satisfaction. The same perception between (1) external and (2) internal customers has also been found. The theory of TQM has been used as the grand theory of the research, which specifically Harwick and Russell (2012) [5] call *Questions the Service Profit Chain for Management*.

The concept of equity satisfaction has been able to bridge the two customers in this model. These findings can be used as capital for applied research on local wisdom and ethnic values in each region. There have been many studies on the efficacy of these ethnic values, including Dasman Lanin (2006) [6] who found that people in all nagari in Minangkabau feel more happy to be handled by their ethnic cultural values compared to top-down management by the government.

From the background explanation above, it is deemed necessary by the researcher to carry out a study by raising a title: Model of public services for indigenous people in the inland Kerinci ethnicity in the tourism sector.

2. Formulation of the problem and urgency

Based on what has been explained in the background above, the problem formulations in this study are: 1) what is the public service model for indigenous people in the Kerinci ethnic inland in the tourism sector? 2) Does this public service model also apply to the indigenous people of the Kerinci ethnic community inland in the tourism sector?

The benefit or urgency of this research is that it is a contribution of thought to related parties in order to provide satisfying public services, seen from the perspective of indigenous people. Because services based on local wisdom are more able to provide a sense of satisfaction to customers. The results of this study are expected to be an input for policy making to pay more attention to public service models for indigenous people of certain ethnicities, especially for inland kerinci

ethnicities in the tourism sector. And the results of this study can also provide suggestions and steps that must be taken to optimize public satisfaction through a service model based on local wisdom.

2. LITERATURE REVIEW

1. TQM Components and Principles

Although TQM has been around for a long time, in public services it is still not seriously implemented. Hensler and Brunell (2007: 167-172)[7] stated that there are three components in TQM then there are four principles, which need to be used as a framework, namely; (1) policy management, (2) quality teams and (3) Process Management. Besides, there are four principles, namely; (1) customer satisfaction (internal and external), (2) management by fact, (3) respect for people and (4) continuous improvement: P-D-C-A (Plan-Do-Check-Act).

The *first* component, namely *Policy Management*, is a long-term quality planning and organizational system for the whole. It is the responsibility of the top-manager to both initiate the process and ensure the organization's resources are focused on it. *Second*, is *Quality Teams*, this component focuses on taking opportunities at all levels of the organization. Through a team, employees usually have the opportunity to participate in improving performance, and *third*, is *Process Management*, which is a component, related to improving cross-functional and horizontal service business processes, as well as continuously improving service quality and performance for customers.

TQM is a model that designs a link between equality satisfaction between internal customers (employees) and external customers (public). This model and linkage has been found in basic research (Dasman Lanin and Syamsir 2017) [3]. This model wants to be implemented in the Master's Thesis Research. Because according to Harwick and Russell (2012)[5] the relationship between employee equality satisfaction and community equity satisfaction is believed to be significant.

2. Satisfaction Theory

Theoretically, the theory of satisfaction is quite a lot of which are; (1) attribution theory, (2) contrast theory, (3) assimilation theory, (4) contrast-assimilation theory, (5) disconfirmation theory (6) confirmation theory and (7) equity theory. It turns out that one thing that can measure internal customers or employees is equity theory (Tjipto and Chandra, 2010) [8]. So this theory is used as the foundation of this research.

Furthermore, [9] said that when the purposes of only a few individuals; favoritism; affected by political

pressures; hence customer satisfaction decreased significantly. Unlike when bureaucrats just bureaucrat (O'Kelly and Dubnick 2009) [10], equity satisfaction increases with relevance, even when public service shows impartial and honest and equal and fair customer satisfaction increases in government (Vigado-Gadot 2008) [9].

Revious Research: In 2018 and 2019 Dasman Lanin has examined the effect of equity satisfaction on service transaction in the RSUD (Dasman Lanin, 2018)[11] and its effect on the three public sectors in immigration, labor and industry as well as in population and civil registration (Dasman Lanin, 2019) [12]. Then, research by Dasman Lanin et al from 2007 to 2017 found; local government service models for customer satisfaction (internal or employee and external or community) based on TQM (2017)[4]; Reconstruction of satisfactory services in 2015; local government service models in 2008, 2010, 2014, 2015, 2017, 2017a; found six variables that affect satisfaction in 2013, 2017b, 2017c; satisfaction is determined by delivery, timeliness, information, saff attitudes, professionalism and internal politics of the organization in 2012, 2013, 2014;Theoretically, organization-internal politics factors can be used as predictor to determine citizen satisfaction of local government service in 2010; Professionalism and employee attitudes have a positive correlation with citizen satisfaction in 2010b; Attitude of officials has an effect on citizen satisfaction in 2010a; Citizen satisfaction with city government is in negative disconfirmation or 99.4% were dissatisfied (Dasaman Lanin's Dissertation, 2010)[13].

3. Equity Theory

Democratic governance, equity is a fundamental need and must be met (IDEA, 2013)[14]. O'Kelly and Dubnick (2009)[10] argue that in creating equity satisfaction there is equity theory, and equal and

fair (Vigado-Gadot, 2008) [9]. According to Daft (2014)[15] it has authentically stated that the "*equity theory focuses on individuals*" ... "*perception of how fairly they are being treated compared to others and the behavioral implications of their perceptions*". The law of equity theory assumes that every party that interacts with a provider in service transactions must be the same (Sunarto, 2013)[16]. Then Daft (2014)[15], "*Individual engages in a process of evaluating their social relationships... Social relationships are an exchange process in which individuals make contributions*"... "*the people do not asses the equity of an exchange in a vacuum. Instead, they compare their own situation with others' to determine the relative balance. People determine whether an exchange is satisfactory by comparing what happens to them-selves with happens to other*".

So equity theory assumes that customers will compare the outcome they receive and the input they submit, as compared to the outcomes and inputs of other citizens in the same service transaction. If they see that the outcome ratio is not the same, as a result, the citizens do not feel that they are getting justice. The law of equity theory assumes that every party conducting a transaction must be treated fairly or properly in the sense that the outcome it receives and the input it provides from every citizen in service transactions must be equal. If they are not the same, then there will be injustice or cause dissatisfaction. Conversely, if they feel treated the same in the service transaction then they get equity or create satisfaction. Thus, satisfaction is determined by customers with their perceptions of fairness. The input includes the information, effort, money or time required, etc. for transactions. While the results are the benefits of services in the form of performance and feelings that are the outcome of the transaction (Sunarto, 2013: 242-249)[16].

4. Synthesis of Equity Satisfaction and TQM

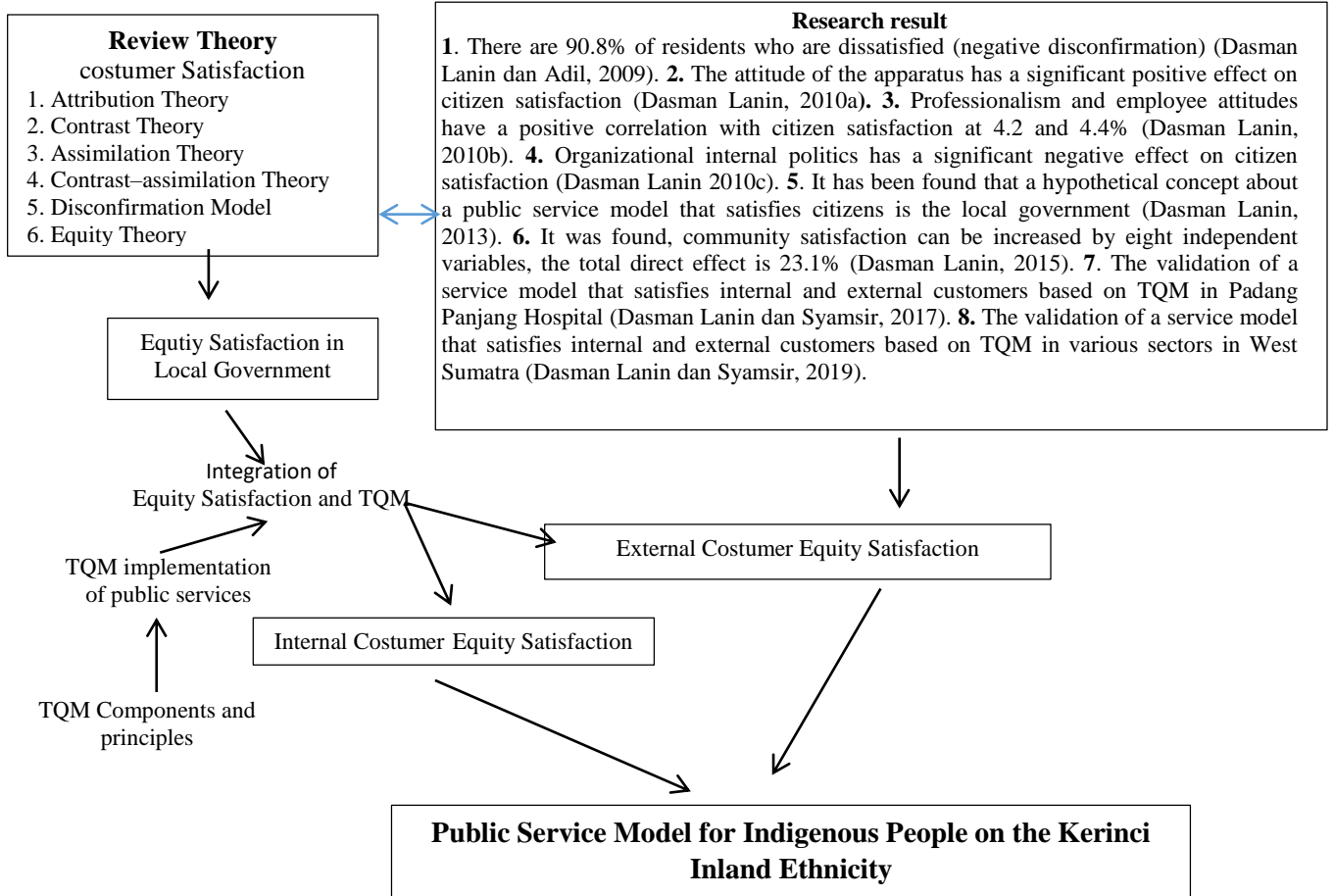


Figure1.Synthesis of Equity Satisfaction and TQM

According to Vigado-Gadot (2008)[9], this is the responsibility of the top-manager that when the purposes of only a few individuals; favoritism; affected by political pressures; hence customer satisfaction decreased significantly. Unlike when bureaucrats are just bureaucrat (O'Kelly and Dubnick 2009)[10] and are impartial and honest and equal and fair, there is an increase in customer satisfaction in government Vigado-Gadot (2008)[9]. Satisfaction theory; (1) attribution, (2) contrast, (3) assimilation, (4) contrast-assimilation, (5) disconfirmation and (6) equity, it turns out that what can measure both internal and external customers at the same time is the theory of equity (Dasman Lanin, 2010)[13]. This theory is the foundation of this research, referring to (O'Kelly and Dubnick 2009)[10], and Vigado-Gadot (2008)[9] above.

5. Service Transactions

Based on literature review from various experts, there are those who mention several variable names of service transactions. There are those who call the determinants of service for community satisfaction, some call them variables that affect community satisfaction, some provide them with predictors that are able to predict the satisfaction of their citizens, and some are named as service transactions. Thomson and Mori, (2014)[17] suggest that citizen satisfaction with public services in the UK is influenced by (1) delivery, (2) timeliness, (3) information accuracy, (4) professionalism and (5) staff attitude can be predictors of citizen satisfaction. Then Mintzberg's as researched by Dasman Lanin (2008; 2009)[18] [19] states that influencing manager roles toward increasing public services on local government. Then, as for external role construct of manager used Theory and construct of

citizen satisfaction used Expectancy Disconfirmation the Model Citizen Satisfaction Local Government of Ryzin & Gregg, its result showed correlation which was significant (Dasman Lanin, 2007)[20]. In particular, Dasman Lanin reports that both the public sector (education, health and social welfare) and per-indicator that the internal politics of the organization also have a significant effect on satisfaction (Dasman Lanin 2010)[13].

If the review literature above is understood there are as many as six variables that influence that satisfaction, and they are located between employees and society. Therefore, we give the name *Service Transaction* (ST), which includes: Delivery, Timeliness, information, professionalism, staff attitude and internal political organizational. And *Delivery* that has characteristics: the final result, how to keep promises, how to handle problems, and. commit to the customer. *Timeliness* is characterized by: waiting period, length of completion, frequency of contact, and length of explanation. *Information* that has characteristics: accuracy, comprehensiveness, urgency and freshness. *Professionalism* that is: competent staff, staff who behave fairly, knowledgeable and well trained. *Staff Attitude*, dealing with friendly & polite, sympathetic, honest, sincere & impartial, good & equal relationships, avoiding bad morals, adaptive & strategic thinking, moralist and virtuous. *Political internal organization*, in the form of goals for certain people, favoritism, influenced by political pressure, clique competition, deviations from organizational goals, and unclear division of tasks.

6. Previous Research

Dasman Lanin et al (2007 to 2017)[20] to [3] found; Local government service models for customer satisfaction (internal and external) based on TQM (2017)[3]; Reconstruction of satisfactory services (2015)[21]; local government service models (2008, 2010, 2014, 2015, 2017, 2017a, and

2019)[18],[22],[23],[21],[3],[24],[12]; found six variables that determine satisfaction (2013, 2017b, 2017c and 2019) [25],[26],[26],[27]; satisfaction is determined by; delivery, time, information, staff attitudes, professionalism and internal politics of the organization (2012, 2013, 2014)[25],[28],[29]; Both per-regional organization and per-indicator have been shown to have a significant effect on satisfaction (2010c)[22]; Theoretically, organization-internal politics factors can be used as predictor to determine citizen satisfaction of local government service (2010)[13]; Professionalism or employee attitudes both variable and collectively have a positive effect on citizen satisfaction (2010b)[30]; Attitude of officers correlates with citizen satisfaction (2010a)[31]; Satisfaction of residents in the city government of Padang Panjang is in a condition of dissatisfaction or negative disconfirmation (2009)[19]; Influencing manager roles to word increasing public services on local government (2008)[18]; As for external role construct of manager used Mintzberg's Theory and construct of citizen satisfaction used Expectancy Disconfirmation the Model Citizen Satisfaction Local Government of Ryzin & Gregg, its result showed correlation which was significant (2007)[20]. Public Service in UK found; (1) delivery, (2) timeliness, (3) accuracy of information, (4) professionalism and (5) staff attitude are predictors of citizen satisfaction (Thomson and Mori, 2014)[17].

7. Previous Research; TQM-Based Public Services for Three Sectors

The following figure shows the correlation of customer equity satisfaction (internal and external) and its relation to service transactions for three public sectors, namely; health, immigration, Industry and labor as well as population and civil registration, with a model design such as the following figure.

Model findings for 2019 in Three Sectors Model findings

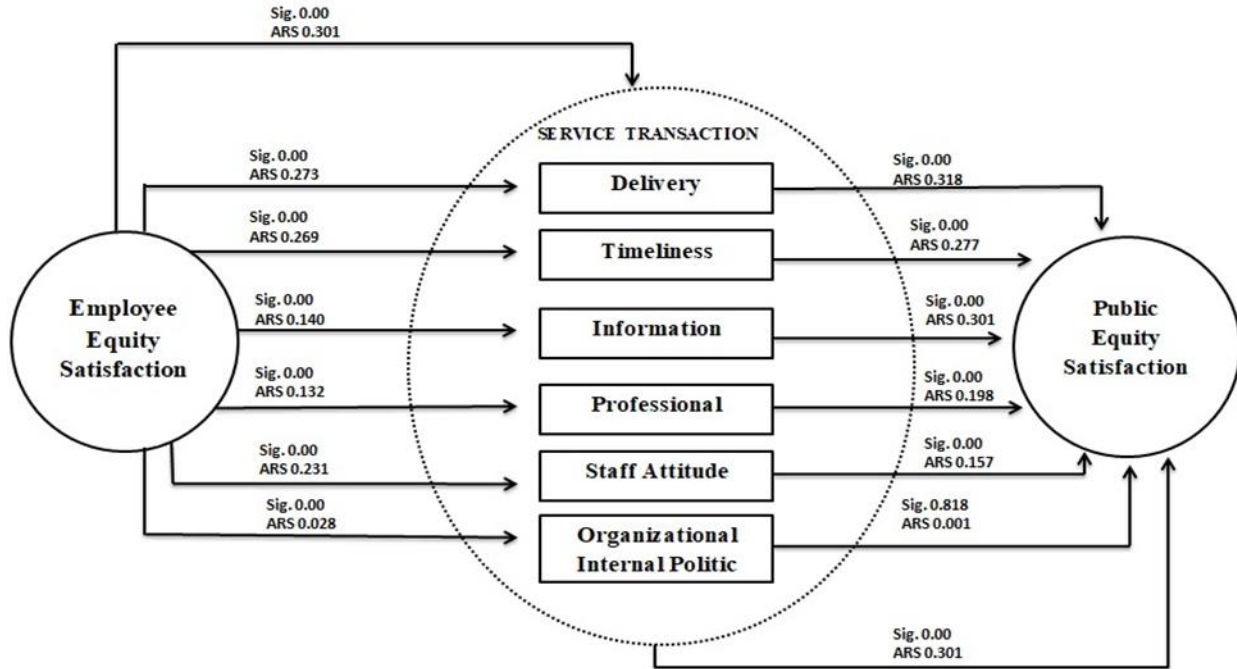


Figure 2: Model findings for 2019 in Three Sectors

It has been validated the previous model (construction model at RSUD Padang Panjang) and on the different characters of the public sector in West Sumatra. It was found that the six Service Transactions (STs) remained significant with equity in employee or internal customer satisfaction. Likewise, the six STs also remain significant with the satisfaction of the community or external customers.

3. RESEARCH METHODS

This research uses an associative quantitative approach. The quantitative approach is used in this study, because the process, hypothesis, descent of spaciousness, data analysis and data conclusions until writing uses aspects of measurement, calculation, formulas and certainty of numerical data (Sugiyono, 2014)[32]. This type of associative is used because the researcher wants to connect two or more observed variables (Ginting, 2008)[33]. The research variables and indicators are; the independent variable is the Equity Satisfaction of Internal Customer (ESIC) or Employee with an indicator that customers assess the ratio of the results they get and the input they provide is compared to the results and input of others in the same service transaction. The independent variable is *Service Transaction* (STs), which consists of; (1) *Delivery* with indicators; the end result, how to keep promises, commit to the customer, how to handle

problems. (2) *Time* with indicators; waiting period, duration of completion, frequency of contact, length of explanation (3) *Information* with indicators of accuracy, comprehensiveness, urgency, freshness. (4) *Professionalism* with indicators; competent staff, fair-behaved, knowledgeable and well-trained staff. (5) *Staff Attitude* with indicators; friendly & polite, sympathetic, honest, sincere & impartial, good & same relationship, avoiding bad morals, adaptive & strategic thinking, moralist & virtuous. (6) *Organization internal politic* with indicators; the purposes of only a few individuals; favoritism; affected by political pressures. Otherwise STs becomes dependent variable, and Equity Satisfaction of External Customer (ESEC) or public as dependent variable. All of these indicators have made a valid and reliable questionnaire. Then data were collected from 39 respondents for ESIC or employee and 250 respondents for ESIC or publics who were taken by using cluster and stratified sampling technique, and analyzed with product-moment, and regression.

4. RESULT AND DISSCUSION

1. Results

Based on the above method, 39 and 250 ethnic Kerinci respondents were analyzed using simple regression or product moment correlation and multi regression with *three stages*, namely; In the *first*

stage, an *ESIC* analysis was carried out for each variable in the *STs* which consisted of; Delivery, Timeless, Information, Professionalism, Staff Attitude, and Organization Internal Politics as *dependent variables*. Then the *second stage* is *STs* which consists of; Delivery, Timeless, Information, Professionalism,

Staff Attitude, and Organization Internal Politics as *independent variables*, each of which is sought for its influence on *ESEC*. The *third stage*, is the *ESIC* variable against *all STs*, and *all STs* against *ESEC* with multiple regressions. Finally, the results can be summarized in the following table.

Table 1. Summary of Effects
ESIC (Employees) – STs. And STs -- ESEC (Public) at Kerinci Ethnic

No	Influence	Sig/ARS	Influence	Sig/ARS
	ESIC ⇒ S T	*/ 0.199	S T ⇒ ESEC	*/ 0.277
1	ESIC ⇒ Delivery	*/ 0.304	Delivery ⇒ ESEC	*/ 0.722
2	ESIC ⇒ Timeless	*/ 0.193	Timeless ⇒ ESEC	*/ 0.098
3	ESIC ⇒ Information	*/ 0.225	Information ⇒ ESEC	*/ 0.130
4	ESIC ⇒ Professionalism	*/ 0.335	Professionalism ⇒ ESEC	*/ 0.109
5	ESIC ⇒ Staff Attitude	*/ 0.680	Staff Attitude ⇒ ESEC	*/ 0.033
6	ESIC ⇒ Organization internal pol.	*/ -0.185	Organization Internal Pol. ⇒ ESEC	*/ -0.197

ESIC (Equity Satisfaction of Internal Costumer), *STs* = Service Transaction (Delivery, Timeless, Information, Professionalism, Staff Attitude, and Organization Internal Politic), *ESEC* (Equity Satisfaction of External Costumer), *ARS* (Adjusted R Square), * Significance 1%

Based on the table above, it can be understood that the effect of *ESIC* to *STs* is proven to be significant at the 1% level with its contribution in Kerinci of 0.199 (19.9%). Furthermore, it was also proven that the effect of *STs* on *ESEC* was found to be significant at the 1% level with a contribution of 0.277 (27.7%), while *each STs* was significantly affected at the 1% level by *ESIC* (employee satisfaction),

meaning that each *STs* as *Kreterion* has been increased due to the *ESIC* predictor (employee satisfaction). Furthermore, *each STs* was also proven to have a significant effect on the 1% level of *ESEC* (the Kerinci ethnic community's satisfaction).

Based on the results above, the model design is obtained as presented below.

Model based on Kerinci Ethnicity

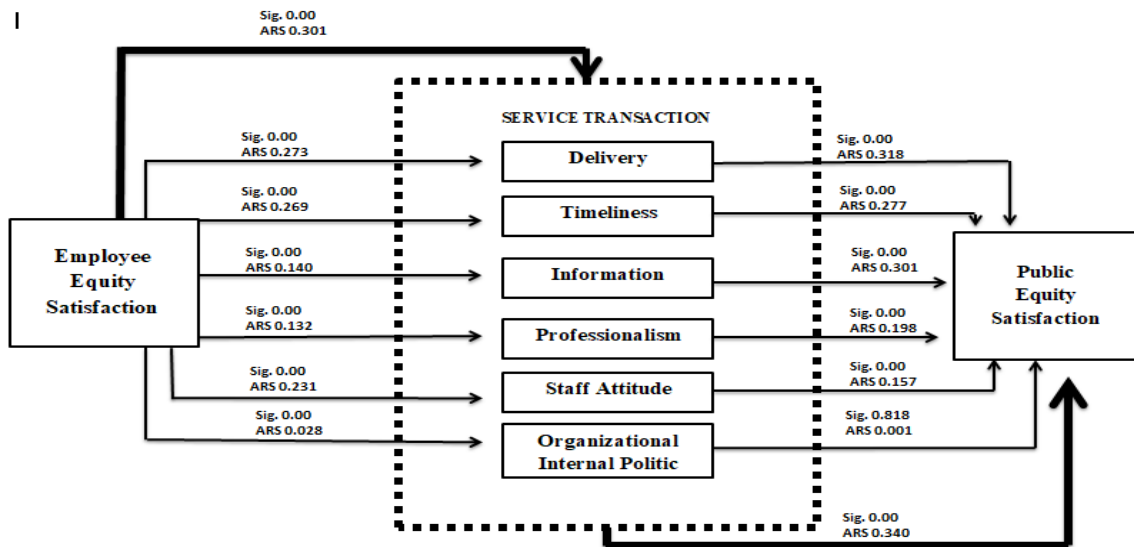


Figure 3: Model based on Kerinci Ethnicity

2. Discussion

This confirms that the models found in the three public sectors and in the previous RSUD Padang Panjang show that when the model was applied to the Kerinci ethnic group the results were identical. So academically this model is more reliable and 99% trustworthy or acceptable at the 1% significance level.

Based on the analysis of this research, it can be understood that the model that was found in 2017 in RSUD Padang Panjang and Aziza Bila and Dasman Lanin (2018)[34] published ASHRE September 2, 2020, also supports this result, Weni Astuti (2018)[27] and Ichsan (2018)[35], both also has published and also supports the results of this research. This research confirmed to Public Service in UK found; (1) delivery, (2) timeliness, (3) accuracy of information, (4) professionalism and (5) staff attitude are predictors of citizen satisfaction (Thomson and Mori, 2014)[17].

Furthermore, [9] specially for Organization Internal Politic (OIP) variable, said that when the purposes of only a few individuals; favoritism; affected by political pressures; hence customer satisfaction decreased significantly. So this variable is also proven to have a negative effect on community satisfaction as reviewed in the literature above. The higher the OIP value, the lower the equity satisfaction community and vice versa. In Dasman Lanin's Dissertation (2010) (13) it has also proven the influence of this OIP has also confirmed the negative influence of this OIP.

The validation of a service model that satisfies internal and external customers based on TQM in Padang Panjang Hospital (Dasman Lanin dan Syamsir, 2017). (8). Then the validation of a service model that satisfies internal and external customers based on TQM in various sectors in West Sumatra (Dasman Lanin dan Syamsir, 2019). So on that the different characters of the public sector in West Sumatra. It was found that the six Service Transactions (STs) remained significant with equity in employee or internal customer satisfaction. Likewise, the six STs also remain significant with the satisfaction of the community or external customers.

5. CONCLUSIONS AND RECOMMENDATIONS

So the Kerinci ethnic group with all its local wisdom values is in fact compatible with the model applied to the previous three public sectors. Then it is recommended to be used by local governments in the ethnicity they lead. Then for researchers, they can also use this model for research that has more coverage, both many ethnicities and many public sectors.

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