



THE INFLUENCE SERVICE QUALITY ON SATISFACTION LEVEL IN THE DEVELOPMENT OF LAND CERTIFICATE IN KENDARI CITY OFFICE AGENCY

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ABSTRACT

The purpose of this study is to determine the effect of service quality on the level of community satisfaction in the management of land certificate at the Office of Land Agency of Kendari City.

The population in this study is the people who do the certificate in the Office of Land Agency of Kendari City during 2017 that is as many as 118 people. The sample in this research is determined by simple random sampling with 45 respondents. The method used in this research is descriptive quantitative.

The results of this study indicate that the quality of service consisting of dimensions 1) Access, 2) Communication, 3) Competence, 4) Respect, and 5) Reliability has an influence on the level of community satisfaction. can be seen from the results of t test that shows the value of t arithmetic $4.533 >$ from table 2.021 then H_0 rejected and H_1 accepted or there is influence and the significance value is $0.000 < 0.05$ then significant. So it can be concluded that there is a significant influence variable quality of service to the level of community satisfaction. Then based on the results of simultaneous influence analysis of service quality to the level of community satisfaction in the management of land certificate at the Office of Land Agency of Kendari City showed that the effect of service quality is 62.5% and the rest of 37.5% caused by other factors.

KEYWORDS : Service Quality and Public Satisfaction

BACKGROUND

Presidential Regulation Republic of Indonesia 10th, 2006 concerning the National Land Agency was the beginning the revival of the new National Land Agency namely, the National Land Agency the Republic of Indonesia with eleven BPN RI policy agendas and four RI BPN principles which demanded the Republic of Indonesia BPN to be more creative, proactive, and work productive while maintaining themselves and the institution.

Then to realize the eleven agendas, in carrying out the duties and functions the Republic of Indonesia National Land Agency, a Regional Office the National Land Agency and District / City Land Office in Regency / City was established as mandated in Article 7 the Republic of Indonesia Presidential Regulation 20th, 2015 concerning the Land Agency National. Furthermore, authors are interested in conducting research at Kendari City Land Office is part the National Land Agency the Republic of Indonesia.

Kendari City Land Agency Office in carrying out its duties and functions, strives to provide the best service to people who have difficulty obtaining information and resolving problems that are closely related to land. The purpose public service is to give satisfaction the community in receiving services from the land agency office in managing land certificates so community satisfaction is achieved. Kuswadi (2004: 16) that "Consumer satisfaction is difference between customer expectations and customer perceptions of what the company will give them. the customer's expectations of what the company will give are low and turns out, the perception of the company has given them is high, and customer will feel satisfaction. The problem occurred was preliminary observations that there was still slow, long-winded service because the certificate completion process took three to six months, and problem occurred because the phenomenon at the land office was the problem of managing land certificates such as the large number of people submit a request for measurement of the land at the same time as the land measuring officer is still lacking so cooperation a consultant or third party is carried out. Sometimes a day measuring officer does not only measure one field, it can be two or three different locations even more so it must really be able to manage time

PROBLEM FORMULATION

Problem formulation of the study is whether service quality has a

significant effect on community satisfaction in managing land certificates at the Kendari City Land Agency Office

RESEARCH PURPOSES

The purpose of this study was to determine the significant effect of service quality on community satisfaction in managing of land certificates kendari city Land Agency office

BENEFITS OF RESEARCH

- 1) Theoretically, research contributes to scientific thought in developing service quality concept and community satisfaction concept as one of the studies in public administration
- 2) Practically, the Head of the Land Agency Office is expected to encourage service quality on community satisfaction level
- 3) For the city community, can understand the rules the management land certificates, both rules, human resource capacity, and the process of managing land certificates

LITERATURE

Concept of Public Service

Moenir (2002: 26-27) that "service as activity carried out a person or group people to a certain foundation, the level of satisfaction can be felt by people serve or are served, depending on the ability of service providers to meet user expectations. Sianipar (1998: 4) service is a way of serving, preparing or guaranteeing the needs of a person or group people. So service is helping with the needs a person from the time the request is submitted to the delivery. Boediono (1999: 59) Public services are services carried out by government bureaucracies or other institutions do not include private business entities, are not profit-oriented. So the service is commonly referred as public services must be carried out a series of integrated activities that are: simple, open, smooth, precise, complete, reasonable and affordable. Decree of the Minister of Administrative Reform 63th/KEP/M.PAN/7/2003 concerning general guidelines the implementation of public services, with the attachment, that public services are service activities carried out by public service providers as an effort to fulfill the needs of recipients services and the implementation of legislation. Furthermore, that public service providers are government agencies that represent the work units / organizations of ministries, departments, non-departmental government agencies, the state affairs the highest and highest state institutions, and other government agencies,

both central and regional. These include State-Owned Enterprises and State-Owned Legal Entities. The Law 25th, 2009 concerning Public Services, Article 1 Number 1 is formulated: "Public Service is an activity or series of activities in order to fulfill service needs in accordance laws and regulations every citizen and resident of goods, services administrative services provided by public service providers (M. Busrizalti, 2013: 140) that the main task of government agencies is to provide services or organize public services and welfare for the people (public welfare) based on legislation. Sinambela (2008: 5) suggests that Public Service is any activity carried out by the government on any people who have every activity is profitable in a group or entity, and offers satisfaction even though the results are not physically bound to a product.

Public service organizations have come under increasing pressure from deregulation and the continuous comparison with the private sector. They have made considerable efforts to improve their efficiency, to reduce costs by downsizing and rationalization, by introducing new managerial concepts and tools and by being more responsive to citizens (Pollitt 2009). Indeed, they are facing competition and an increasing demand for privatization (Boyne 2003) especially because they suffer from long lasting fiscal stress (Stiglitz 2002). All those different influences are forcing public service organizations to adapt to the new challenges and conditions (Reichard 2006). One of them has been to be more open to external market pressures and to accept market mechanisms and competitive arrangements as a challenge (Reichard 2006).

CONCEPT OF SERVICE QUALITY

The argument that Public Administration and Management has actually passed through three dominant modes are used (. This three-stage model is a simplification; certainly elements of each stage can often coexist with each other or overlap (Osborne 2006). Actually, many network systems often operate in the shadow of, or in spite of, the dominant mode of hierarchy, for example, while both Public Administration and New Public Management contain strong, even if differentiated, elements of hierarchy (Klijn 2008). Drawing on this classification, 184 published (from 1970 to 2009) journal articles are quantitatively analysed. The aim is to tease out the state of the art on governance regimes in public service organizations and to suggest academic and practical development of Public Administration and Management.

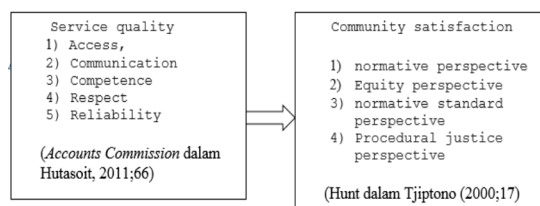
Tjiptono (2007) suggests that service quality is an effort to fulfill the needs and desires of consumers as well as the accuracy of delivery in offsetting consumer expectations. Accounts Commission in Hutasoit (2011: 66) suggests that there are 10 factors that determine the service quality: 1) Access, 2) Communication, 3) Competence, 4) Respect, 5) Credibility, 6) Reliability, 7) Responsiveness, 8) Security, 9) Physical evidence, 10) Understanding consumers. Sinambela (2010: 6) suggests that theoretically the purpose of public service is basically to satisfy the community. To achieve satisfaction, the excellent quality service is demanded including: 1) Transparent, 2) Accountability, 3) Conditional, 4) Participatory 5) Similarity of Rights, 6) Balance of Rights and Obligations. Zeithaml in Sulistio and Budi (2009: 39), explains that: 1) Tangible, 2) Reliable, 3) Responsiveness, 4) Competence, 5) Courtesy, 6) Credibility, 7) Security, 8) Accesbility, 9) Communication, 10) Understanding the customer. Parasuraman, Zeithami and Berry, in Tjiptono (2003), are five characteristic dimensions used by customers in evaluating service quality, namely: 1) (reliability), 2) responsiveness, 3) confidence 4) empathy, 5) tangible.

CONCEPT OF CONSUMER SATISFACTION

According to Supranto (1997: 23), suggests that the level satisfaction is one's feelings after comparing the performance or results that are felt their expectations. Community satisfaction is a feeling of pleasure or disappointment as a result a comparison between a perceived or expected achievement or product. Gaspersz (2002: 33) suggest that consumers as people who demand us (our company) to meet certain quality standards and therefore will have an influence the performance. Therefore, the types of

consumers are: internal customer, 2) intermediate customer, 3 external customer. Kotler (2003: 440) argues that satisfaction is someone's feeling pleasant or disappointed after comparing the performance a product (result) in relation to consumer expectations. Kuswadi (2004: 16) suggests that consumer despair is the difference between customer expectations and customer perceptions of what the company will give them, If the customer's expectations of the company will give are low and it turns out the perception the company has given them is high, the customer will feel satisfaction. Hanangan, (1992: 179) suggests that customer satisfaction is achieved when an item / service meets consumer expectations. Hunt in Tjiptono (2000; 19) consumer satisfaction includes: 1) Normative Deficit Deficiency 2 Equity Definition 3) Normative Standard Definition 4) Procedural Fairnes Definition 5) Attributional Definition.

Framework



RESEARCH METHODS

Research sites

The study was carried out at the Kendari Office of the Land Agency of Southeast Sulawesi with the consideration that office directly handled the Management of Land Certificate Services in Kendari City

Population and Samples

The population in this study were the people who made land certificates at the Office of the Kendari City Land Agency during 2017, as many as 118 people. The sample was Simple Random Sampling with a total sample of 45 respondents, with criteria, namely: 45 people who temporarily administered land certificates at the Kendari City Land Agency Office in 2017

Data collection technique

Data collection techniques namely Questionnaire were given to respondents from the Kendari City Land Agency Office.

Data Analysis Techniques

Data Analysis using inferential statistics, namely regression analysis is used to predict how far changes the value of the independent variable if the value the dependent variable is manipulated or changed or raised / lowered. Simple regression analysis can be set at:

$$\hat{Y} = a + bX$$

$$b = \frac{n \sum XY - \sum X \sum Y}{n \sum X^2 - (\sum X)^2}$$

$$a = \bar{Y} - b \bar{X} = \frac{\sum Y - b \sum X}{n}$$

Information:

- \hat{Y} = Predicted value
- a = Constants if $X = 0$
- b = Regression coefficient
- X = independent variables Value

HYPOTHESIS TESTING

To test the hypothesis that has been submitted, uses the t_{test} with the following formulations:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

If $t_{\text{count}} > t_{\text{table}}$ then H_0 is rejected, and if $t_{\text{count}} < t_{\text{table}}$ then H_0 is accepted (Sugiyono, 2015: 245).

RESULTS AND DISCUSSION

the change status of the administrative office being Kendari City, was formed based on Constitution 6th, 1995, along the National Land Agency of Southeast Sulawesi Province proposed the Minister of Agrarian Affairs the change in the status of the Kendari City Representative Office to immediately form the Kendari City Land Office.

So the Kendari City Land Office was formed based on the decision of Agrarian Minister / Head of National Land Agency 4th, 1996 concerning the establishment of the Kendari City Land Office based in Kendari and the management scope the Kendari City area.

Vision: "to be an institution be able to realize land for the sources of people's prosperity, as well as justice and sustainability the social system, nationality and State the Republic of Indonesia".

Mission: "Develop and organize politics and land policies for improving people's welfare, creating new sources of people's prosperity, reducing poverty and income inequality, and strengthening food security, enhancing a common life that is more just and dignified in relation to control, ownership, and use of land.

Task: "Kendari City Land Agency has the task of carrying out government duties the land sector nationally, regionally and sectorally". The composition of the municipal land agency employees kendari. The main components to determines success of the organization's mission is implementing apparatus in case staff of Kendari City Land Agency, amounts to 47 people, this can be seen in the following table:

Table 1th. Number of Employees of Kendari City Land Agency According to Subdivisions / Sections

No	Subdivision / Section	Number of people	Percentage (%)
1	Sub Division of Administration	13	27,66
2	Section of Survey, Measurement and Mapping	12	25,53
3	Section of Land Rights and Land Registration	4	8,51
4	Section of Land Rights and Land Registration	4	8,51
5	Arrangement Section of Community Control and Empowerment Section of Conflict and Case Dispute	4	8,51
Total		47	100

Source: Kendari City Land Agency Office

In accordance the classification of groups the majority are in group II, shows us the most of education levels the Kendari City Land Office employees are high school graduates. It can be seen in the following table:

Table 2th. Number of Employees of Kendari City Land Agency Office Based on Education Level

Education Level	Gender		Total	Percentage (%)
	Man	Woman		
Elementary school	-	1	1	2,13
Junior high school	1	-	1	2,13
Senior High school	18	8	26	55,35
Diploma 3th	3	2	5	10,64
Bachelor	10	2	12	25,53
Master	2	-	2	4,25
Total	34	13	47	100

Source: Kendari City Land Agency Office 2018

REGRESSION TEST

In the previous discussion it was stated to be able answer the problems and hypotheses proposed, namely the influence of independent variables on the dependent variables both

simultaneously and partially carried out by simple regression analysis A summary the calculation results of multiple regression analysis can be presented through the table below:

Table 3th. Summary Partial Regression Analysis Results

variable	unstandardize d coefficient (B)	tcount	Sig	alpha (5%)	Results
Service quality	14,814	4,553	0,000	0,05	Significant
R	= 0,791				
R-Square	= 0,625	Sig.F	0,000		
Konstanta	=	Sampel	45 orang		

Berdasarkan hasil analisis regresi linear sederhana pada tabel.16 diatas, sesuai dengan rumus $Y = a+bx$. Maka diperoleh persamaan regresi sebagai berikut:

$Y = 14,814 + 0,412X$

Based the results of simple linear regression analysis in table 3th above, according to the formula $Y = a + bX$. Then the regression equation is obtained as follows:
 $Y = 14,814 + 0,412X$

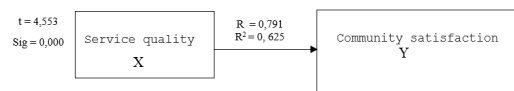
equation and the results of data analysis can be interpreted:

- 1) If Service Quality value is set to a value of 0 (zero) that value of the Community Satisfaction rate is 14,814
- 2) If Service Quality value is set at a value of 1 (one) then the value of the Community Satisfaction level is 15,226
- 3) If Service Quality value is set at a value of 2 (two), the value of the Community Satisfaction level increases, with a value of 15,638
- 4) if Service Quality value (X) set at value 3 then the value of the level of satisfaction of the community is 16.05.

Based on the description above, it can be concluded that if the value of Service Quality (X) is increased then the value of the Community Satisfaction Rate (Y) will increase positively. In addition the regression test mentioned above, it can be seen that the correlation coefficient (R) of 0.791 indicates the correlation / relationship the independent variable service quality the level of community satisfaction is strong, because the value is between 0.70 – 1.00. Then the coefficient value of determination (R^2) = 0.625. means that community satisfaction level is influenced jointly (simultaneously) by service quality of 62.5% while the remaining 37.5% is influenced by other variables outside the research model. The determination coefficient (R^2) research model has a accuracy good model because the value is between 0.70 - 0.95 (Ridwan, 2003: 228).

The results of visual regression analysis seen in the picture below:

Figure. Empirical Model of Research Results



Source: Results of analysis, 2018.

Hypothesis Test

Based on the results of a simple regression analysis test shown in the table above and to answer the research problems, hypothesis testing that Influence service quality (X) on community satisfaction level (Y) that symbol H_1 is $t_{count} > t_{table}$ the results of the study indicate that: t_{count} is 4,553 > t_{table} is 2,021 then H_0 is rejected, H_1 is accepted or there is influence and the significance value is 0,000 < 0,05, there is a significant effect of service quality variable (X) on community satisfaction level (Y).

DISCUSSION

The discussion was conducted the causality relationship that occurred as proof of the hypothesis raised the study. The empirical research that have been carried out previous researchers will be

used in conducting discussion of research results, whether the theory or the results of these studies support or conflict with the results of hypothesis testing conducted. The results the simultaneous influence analysis of Service Quality on Community Satisfaction of Land Certificates Management at the Land Office shows that the influence of R^2 is 62.5% and the remaining 37.5% is caused by other factors. The results study indicate that service quality to community satisfaction level in managing land certificates at Kendari City Land Agency Office basically shows community satisfaction, because the service process is carried out the excellent service reflected as follows: 1) Transparent services. Service quality at Kendari City Land Agency Office was opened, easy and accessible to all parties who need information on land certificate management in addition the availability of adequate information services and easy to understand. 2) Accountability. Service quality provided by Kendari City Land Agency Office can be accounted because its accordance the provisions of the legislation. 3) Conditional. Service quality provided by Kendari City Land Agency Office is basically accordance the conditions and capabilities possessed to the giver and recipient the service in terms of land certificate management by adhering to the principle of service is efficient and effective. 4) Participatory. The service quality provided the Kendari City Land Agency Office can encourage community participation in carrying out the process of public service by paying attention to every aspiration, need and expectation of the community, each service provided can create maximum satisfaction. 5) Equal Rights. The service quality provided by the Kendari City Land Agency Office has never been discriminated against in giving each service especially the management of land certificates any aspect, especially terms of ethnicity, race, religion, class, social status and others. 6) Balance of Rights and Obligations. The service quality provided by the Kendari City Land Agency Office always considers the aspect of justice between service providers in case the Land Office that provides services the management of land certificates and recipients of public services, in case the people who manage land certificates

Furthermore there are ten factors can determine of service quality level, namely as follows:

- 1) Access, that process of arranging land certificates at the Kendari City Land Agency Office is given to community is very easy, from the administrative process to the completion of service process and always provides comfort to community when obtaining services, due adequate facilities;
- 2) Communication, namely in providing services, especially the process arranging land certificates the beginning of the management until the end management of land office always provides information is understood by each community and listens to complaints, criticisms and community questions about each service process, especially management land certificates and the community always get certainty of time in every service provided process;
- 3) Competence, every employee of the Kendari City Defense Agency Office is placed in accordance respective skills and abilities has adequate skills towards the position held, especially the service process of managing land certificates, so as to provide optimal service and community satisfaction ;
- 4) Respect, the provide services especially the management of land certificates with a polite and friendly attitude, every level the staff to community that receives services and the community feels valued and creates comfort;
- 5) Reliability, always provide services in accordance with existing procedures and complete each service process accordance the time set beforehand and provide services in accordance is expected by the community.

Where as to measure community satisfaction can see perspective grouped definitions, namely as follows:

- 1) Normative deficit, that community satisfaction is a comparison between the results the service land certificate management in accordance the existing rules at the Kendari City Land Agency Office the usual results obtained;
- 2) Equity, that community satisfaction is a comparison the results of management of land certificates obtained the costs incurred service process of arranging land certificates. If acquisition is not appropriate, the aggrieved party will be

- dissatisfied, namely community receives the service;
- 3) Normative Standards, meaning that community satisfaction is a comparison between the latest results the management of land certificates hope that community satisfaction when receiving the results of service is formed experience and beliefs the performance level of services should be received and mistakes occur when the service process is not exceed the fairness limit so as not to cause public dissatisfaction ;
- 4) Procedural Justice, meaning that community satisfaction is public's belief that when arranging land certificates at Kendari City Land Agency Office has been needed fairly and has services in accordance with other communities who receive services.

Based on the analysis of the average respondent's statement on service quality variables (X) includes Access dimensions (X1), Communication (X2), Competence (X3), Respect (X4), Reliability (X5) shows the average number of dimensions service quality variables of (4.01) are categorized as good. The dimensions are very influential in variable service quality (X) are the dimensions of respect with a mean value of 4.27

While the results of the analysis of the variable community satisfaction (Y) includes the Normative dimension (Y1), Equity (Y2), Normative Standards (Y3), and Justice Procedure (Y4) show the average expressed well, with the average number of variable dimensions of satisfaction community at 4.13. And dimensions are very influential in varying community satisfaction are dimensions of procedural justice with an average of 4.39. So it can be said that services quality provided by the Kendari City Land Agency Office to the level of community satisfaction has a high influence.

CONCLUSION

Based on the results and discussion above, it can be concluded that service quality has a significant influence on community satisfaction in the management of land certificates at the Kendari City Land Agency Office.

the simultaneous influence analysis of Service Quality of Community Satisfaction Level in Arranging Land Certificates at the City Land Agency Office Kendari, it shows that the effect of Quality of Service is 62.5% and the remaining 37.5% is caused by other factors.

SUGGESTIONS

Based on the description above the conclusions that:

- 1) For decision makers, especially leadership the Kendari City Land Agency, in order to always maintain and improve the services quality in managing land certificates so can provide excellent service and community satisfaction optimally.
- 2) For further researchers to be able to further explore the variable service quality the community satisfaction level by increasing the number of samples and other research objects and more deeply into other factors that influence community satisfaction level

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