

THE ANALYSIS OF THE ISSUANCE QUALITY OF THE DRIVING LICENSE (SIM) AT THE POLICE OFFICE OF GORONTALO REGENCY

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ABSTRACT

The Analysis of the Issuance Quality of the Driving License (SIM) at the Police Office of Gorontalo Regency. The objectives of this study are: 1) to determine the quality of administrative service provision for a driving license at the police office of Gorontalo Regency; 2) to know the determining factors in the police office of Gorontalo Regency in improving the quality of public services; 3) to know the efforts made by the Gorontalo Police Traffic Unit in overcoming the problem of improving the quality of public services.

This study uses a qualitative approach with in depth interviews with informants, namely direct and service staff on the object under study. Data sources, namely: primary data, namely data obtained directly from the object of research and processed by the researcher himself, secondary data, namely data related to previous research data and from institutions related to the variables studied.

The results of this study indicate that the Satpas Unit of the Gorontalo Police Traffic has not fulfilled adequate service facilities in providing quality public services to the community such as: facilities and infrastructure as well as human resources. However, the officers have shown an attitude of responsiveness to help the community when they experience difficulties during the process of making a driving license administration.

Keywords: tangibles, reliability, responsiveness, assurance

INTRODUCTION

Public Service is a series of activities to fulfill the needs for services following the statutory regulations for every citizen and society for administrative services or goods and services provided by public service providers.

The quality of service is a very important factor, especially for government agencies, the National Police of the Republic of Indonesia, especially the Gorontalo Police, as executing public services in the field of driving license administration related to it to know and analyze the

quality of service for issuing driving licenses (SIM) at the traffic unit security guard office. Gorontalo Police are following the hopes and desires of the community. Customer perceptions of service quality can be measured and evaluated through the dimensions of service quality as follows [11]:

The dimensions of service quality consist of five dimensions, namely:

1. Tangibles (physical appearance), including physical facilities, employee appearance, equipment used, and physical presentation.

2. Reliability (trustworthiness), namely the ability to provide promised services that are reliable and precise.
3. Responsiveness (responsiveness), namely the willingness or readiness of employees to provide services & help consumers.
4. Assurance (guarantee), including knowledge, courtesy, and the ability of employees to gain customer trust.
5. Empathy (concern), namely the care and attention of the company individually to consumers.

Public service activities carried out by the Gorontalo Police Traffic Unit are activities oriented to satisfaction, comfort, certainty, and timeliness which are the expectations of the community. However, the quality of service for the issuance of driving licenses (SIM) carried out by the Gorontalo Police Satpas is still not satisfactory to the community because there are still complaints from some people about the SIM service process at the Gorontalo Police Satpas. The main complaints include the attitude of the police officers who less sympathetic, less friendly to the community in serving SIM making and give a negative impression from the community. There is an impression from the public that applying for a SIM tends to be convoluted, inconvenient for the applicant and when using an "intermediary" service, it is faster and easier to get a SIM without having to undergo various procedures. As well as insufficient/inadequate facilities and infrastructure in the SIM processing service process. The purpose of this writing is as follows:

1. To find out and analyze how the service quality of the application for a Driving License (SIM) at the Satpas Traffic Unit at Gorontalo Police.
2. To identify and analyze the factors that determine the quality of service in the handling a driving license (SIM) by officers at the Satpas Traffic Unit of the Gorontalo Polic.

3. To find out and analyze the efforts made by the Gorontalo Police Traffic Satpas Unit in overcoming the problem of improving the service quality of the application for Driving License at the Satpas Traffic Unit.

RESEARCH METHODS

Approach and type of research

This study uses a qualitative descriptive case study approach, which is to examine, analyze, and describe. A qualitative descriptive research method is a method that researchers use to find knowledge or theories about research at a certain time [12]. The method applied in this research is qualitative descriptive method.

Location and Time of Research

The place of research carried out by the researcher is located at the Office of the Administrative Unit (Satpas) of the Gorontalo Police Traffic Unit which is located at Jalan Achmad A. Wahab, Gorontalo Regency.

Research Focus/Subfocus

The place of research carried out by the researcher is located at the Office of the Administrative Unit (Satpas) of the Gorontalo Police Traffic Unit, which is located at Jalan Achmad A. Wahab, Gorontalo District.

Data Source

1. Primary data sources.

Primary data as follows: "Primary sources are data sources that directly provide data to data collectors" [19]. The primary data source in this study is obtained directly from the field, namely at the Satpas Polres Gorontalo and through informants.

2. Secondary data sources.

The definition of secondary data sources is as follows: "Secondary data sources are sources that indirectly provide data to data collectors, for example through other people or documents" [12]. In this study, documentation and

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questionnaires are secondary of the data sources.

Data Collection Technique

1. Observation
2. Interview
3. Documentation

Data Analysis Technique

Activities in analyzing qualitative data, namely [18]:

1. Data reduction
2. Presentation of data (data display).
3. Conclusion (conclusion drawing/verification)

Data Validity Testing

The validity of the data is carried out to prove whether the research carried out is truly scientific research as well as to test the data obtained.

Testing the validity of data in qualitative research includes: credibility; transferability; dependability; and confirmability [19].

If the research results are a function of the research process being carried out, the research has met the confirmability standard. The validity of data is data that does not differ between the data obtained by the researcher and the data that occurs on the object of research so that the validity of the data that has been presented can be justified.

RESEARCH RESULT

Service quality of SIM

The Satpas Traffic Unit of the Gorontalo Police has an important role in administering public services, especially at the Gorontalo Police. To know the quality of public services at the Gorontalo Police Traffic Unit Satpas, researchers used the dimensions of public service quality proposed by [1]. Dimensions may include physical evidence (tangibles), reliability, responsiveness, assurance, and empathy. Apart from that, the researcher also examined the constraints in public services provided by the Gorontalo Poli-

ce Traffic Unit and efforts to improve the quality of services in these agencies. The quality of service implemented is intended to increase the community satisfaction index.

1. Physical evidence (tangibles)

Tangibles are one of the aspects that affect the criteria for assessing service quality, which includes service support infrastructure (service rooms, information boards, chairs, desks, queuing and trash cans). Besides, the factor of comfort and cleanliness of service rooms and service support rooms (prayer rooms, toilets, wheelchairs, honesty stalls), the availability of public aspirations (suggestion box), as well as the neatness of the appearance of the officers also supports the primacy of the services provided. In this dimension, the researcher uses the interview technique to measure the quality of physical evidence (tangibles) to support public services at the Gorontalo Police Traffic Unit Satpas. As previously mentioned, one of the service support facilities is the cleanliness and comfort of the service room.

2. Reliability

Quality and good service must have immediate, accurate, and satisfactory reliability, this must be fulfilled to create satisfaction in customers. Reliability is a good and quality service that must have immediate reliability, accuracy, and satisfaction. This is very necessary to create satisfaction in customers. Reliability is professionalism in providing a service with the ability to provide services quickly, comfortable and satisfactorily.

3. Responsiveness.

The responsiveness of the Gorontalo Police Traffic Satpas Unit employees related to the alertness of officers in fulfilling community service needs. The responsiveness of officers in providing services is one aspect that in-

fluences the public's assessment of the services provided. To find out the response of officers in responding to complaints from the community when the community faces difficulties/confusion in managing services, researchers conducted observations and interviews with several officers at the Gorontalo Police Traffic Satpas Unit.

4. Guarantee (assurance)

For user to feel satisfied because they have received good and quality service, a guarantee is needed. This guarantee can be realized if the service officer can foster trust in the community requesting services. For the public to believe in the services that will be provided, service officers should be able to communicate/interact, both among officers and between officers and the community. Therefore, the Gorontalo Police Traffic Unit Satpas should provide guarantees to the community requesting services. This guarantee is in the form of easy access to services and security guarantees of the Gorontalo Police Traffic Satpas Unit.

5. Empathy.

What is meant by empathy is the sincere and individual or personal attention given to customers by trying to understand customer desires. This dimension of empathy plays an important role in measuring the quality of service because a good attitude from service officers will foster a sense of comfort to the related institutions. To find out the attitude of officers in providing services to the community, researchers interviewed several officers to know the principles of the Satpas officers in providing services.

Service quality determining factors

The implementation of public services by government agencies to the community is an implication of the function of the state apparatus as service providers. However, the Gorontalo Police Traf

fic Unit Satpas in providing services to the community, as explained above, there are several obstacles encountered and affect the process of providing quality public services, including the following:

a. Human resources

Efforts to provide maximum service to the community desperately need adequate government officials. The Satpas of the Gorontalo Police Traffic Unit has experienced problems in the quality of human resources. For service providers such as the Gorontalo Police Traffic Unit Satpas, for work and service implementation to run optimally, ideally one must have highly committed officers at work.

b. Citizen's awareness

One of the factors that influence the implementation of public services at the Gorontalo Police of Satpas Traffic Unit is the public awareness factor. Public awareness that is meant is awareness of the importance of discipline and obedience to the rules that have been set by public service providers in the handling of a driving license, especially the Gorontalo Police Traffic Satpas Unit.

c. Facilities and infrastructure

Facilities and infrastructure are one of the component factors in the occurrence of the public service process. The existence of facilities and infrastructure in providing basic facilities and supporting the process of public services is the basis for the community to feel service satisfaction because facilities and infrastructure can be seen and felt before the service process occurs.

Efforts to overcome problems

Government agencies acting as public service providers must be able to provide services following the needs and expectations of service users (the community). Based on the results of interviews conducted by researchers, the efforts made by the Gorontalo Police Traffic Satpas

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Unit to overcome the problems that become obstacles in creating quality services to the community are as follows:

a. Human Resources

The implementation of public services requires the support of quality Human Resources (HR), to create quality and professional human resources, an effort to increase skill competence is needed. As for the efforts to increase the competency of expertise carried out by the Satpas of Gorontalo Traffic Police, namely through training, certification of examiners for driving licenses, special education and development, coaching, and other human resource development. With these efforts, public services will be better and gain the trust of the public.

b. Facilities and infrastructure

There are still deficiencies in the facilities and infrastructure for the Gorontalo Police Traffic Satpas Unit, both supporting service facilities, and complimentary service facilities. Such as limited space, inadequate toilets, lack of air conditioning, and others. The Satpas of the Gorontalo Police Traffic Unit continues to make efforts to maintain and maintain and procure these facilities and infrastructure so that the services provided can be of quality & following the expectations and needs of the community

c. Doing Innovation and Outreach

Efforts made to address service quality problems, Gorontalo Police Traffic Satpas Unit innovated. This program is carried out to make the community comfortable when they are in the service room by making an honesty canteen, where people who want to drink/snack can take and pay themselves according to the price stated on the desired item.

The Satpas of the Traffic Unit of the Gorontalo Police held a pick-up program by providing a mobile SIM car

service in the area of Gorontalo Regency. The mobile SIM car program is carried out every day. Ball pick-up services with mobile SIM cars provided to the public include extension services for SIM A and C, while services for new SIM, upgrade or extension of SIM A General, SIM B1, General B2 SIM, SIM B2, and General SIM B2 are carried out at Satpas Unit Lalu Gorontalo District Police Cross.

In addition to the pick-up program, another effort made by the Traffic Unit Satpas of the Gorontalo Police together with the Dikmas Traffic Unit in improving service and public awareness in traffic is by holding socialization activities related to a driving license. And consciousness passes. With the socialization efforts carried out, it is hoped that the community as service users can find out about the importance of administering a driving license, understand the service mechanisms & procedures as well as the administrative requirements needed in service. So that public services that are held will be easy for the community.

Socialization can be a means for the Gorontalo Police Traffic Satpas Unit to maintain a good relationship or communication between service providers and service recipients. With a good relationship between service providers and service recipients, a reciprocal relationship will be created between the services provided and the satisfaction felt by the community as service users.

d. Evaluation

Good and responsible leaders in carrying out their duties must fully support the performance of the officers by implementing, supervising, and controlling their implementation. The Satpas of the Gorontalo police traffic unit conducts monthly performance evaluation activities that have been carried out by officers. With this evaluation &

continuous performance or services provided, a good and quality service will be realized following the satisfaction and expectations of the community as service users.

DISCUSSION

The quality of service provision

Public service is an effort to fulfill everything related to products, services, people, processes, environment which are the needs and desires of consumers, whether in the form of goods or services expected, to meet the expectations and satisfaction of community as service users.

The most prominent lack of community satisfaction in the Gorontalo Police Traffic Satpas Unit is the physical appearance (tangibles). This is illustrated in the number of complaints from the community in terms of facilities the quality of service, in general, must meet customer expectations and satisfy their needs [6] that community satisfaction is an after-purchase evaluation where the chosen alternative is at least less equal or beyond the expectations of society, while dissatisfaction arises when the results (outcomes) don't meet customer expectations.

In fulfilling the needs and desires of service users, service professionalism is also very necessary. For the services provided to be better and of higher quality, it is necessary to reform public services [9]. These regulations need to be used as guidelines by every public bureaucracy in providing services to the community based on service principles.

The Satpas of the Gorontalo Police Traffic Unit is one of the government agencies that have an important role in community life as a service provider in this case the administration of a driving license. As a service provider that deals directly with the community, it must be able to provide quality services and following the expectations of service users, this is following the opinion [4] regard-

ing five indicators of public services, namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

The quality of providing administrative services for a Driving License at the Gorontalo Police Traffic Satpas Unit in terms of Tangibles is as follows:

1. Generally, people want a wider service space with better-queuing seats.
2. Apart from the service room, cleanliness is also a highlight in this study & the absence of air freshener devices.
3. The community also complained about the lack of writing desks for filling out registration forms.
4. The absence of a special uniform to distinguish a driver's license service officer from other traffic police or officers.
5. The charger is not yet available, so people feel bored waiting in line.
6. Assistive devices for the elderly or those who need them, such as wheelchairs are readily available.

The second dimension is the dimension of Reliability. The dimension of reliability is one of the determinants of achieving excellent service because the employee's ability will show how the resulting performance is. If the performance is good, it will facilitate the implementation of the service. By the theory, reliability is the ability to provide the promised service promptly and satisfactorily. The reliability of service providers in providing services can be seen from the accuracy of the officers in serving, the ability of service officers, the discipline of officers in carrying out services, the expertise of officers in using service aids & the ease of access for customers in service requests.

In this study, the reliability dimension is determined by several aspects, namely: accuracy of officers in serving service users, having clear service standards, the discipline of officers in serving service users, the ability of officers to use assistive devices during service processes,

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and ability of officers to provide services quickly and precise, and ease in the service process. Public services at the Gorontalo Police Traffic Unit Satpas have implemented the reliability dimension. By the observations and interviews of researchers, officers at the Gorontalo Police Traffic Unit Satpas have implemented a Standard Operating Procedure (SOP) in the service process.

The quality of service provision for a Driving License at the Gorontalo Police Traffic Unit Satpas in terms of Reliability is as follows:

1. The queue for each stage is not more than 15 (fifteen) minutes because all the counters are fast operating in terms of service requirements are good as stated on the announcement board and pamphlets and are made easier/do not make it difficult for the applicant, besides that service officers have mostly mastered the regulations, from a disciplinary point of view, still need to be improved. The service clerk is also completely responsible for the counters it serves.
2. For fast service from one stage to the next, it takes not more than 15 minutes, but it all depends on whether our files are complete or not and the network connection of the Korlantas Police Headquarters server.
3. Driver's license administration services are free of charge, by Government Regulation number 60 of 2016 concerning tariffs on types of taxes that apply the Indonesian National Police.

Furthermore, the third dimension is the dimension of Responsiveness (Responsiveness). This dimension is the willingness to help and provide fast and precise service to service users, by conveying information related to clear service needs. Service that is responsive or responsive is also greatly influenced by the attitude of the officers. One of them is responsiveness, alertness, and sincerity in

answering questions or requests from the community as service users.

Public services at the Gorontalo Police Traffic Sapas Unit have implemented the Responsiveness dimension and its indicators. Assessment of service quality in the responsiveness dimension is following the expectations of the community, including the knowledge of officers in providing services, the ability of officers to provide information to the community, responding to every service user (community) who wants to get service, employees provide services carefully, complaints from service users are responded to by officers, officers provide services precisely and quickly. Good responsiveness in the implementation of services also greatly affects the performance of officers. Officers who are responsive by providing various explanations about services wisely, in detail, and in directing. If this can be maintained by the officers at the Gorontalo Police Traffic Unit Sapas, it will create excellent service and quality employee performance. The quality of service provision for the Gorontalo Police Traffic Unit Sapas Driving License in terms of responsiveness is as follows:

- a. To maximize performance, service officers are involved in education and training, both held by Polda and Korlantas Polri Headquarters.
- b. Mastery of computerization greatly affects the quality of service to the community
- c. Mastery of IT and communication procedures which are very influential in service.

The fourth dimension is assurance. This dimension is a guarantee and certainty, namely the knowledge, politeness, and ability of service officers to foster the trust of service users in service providers. Every form of service requires a guarantee for the services provided. Guarantee for service is very much determined by the performance of service officers, the-

refore professionalism and employee competence are needed to improve good and quality service

Public services at the Gorontalo Police Traffic Satpas Unit have implemented the Assurance dimension and its indicators. Assessment of the quality of public services runs by the expectations of society, namely in terms of guaranteed service costs, and officers assure service certainty. However, there are still indicators that are not following the expectations of the community as service users, namely the guarantee of timeliness of service. As in the arrangement of a driving license, it is very dependent on the internet network connection or connectivity on the Korlantas Polri Headquarters server. The quality of the provision of driving license services at the Gorontalo Police Traffic Unit Satpas in terms of assurance is as follows:

The community appreciates the service officers at the Gorontalo Police Traffic Unit Satpas for providing direct information easily because all that is required in SIM processing is certain as listed on announcement board/mechanism board in the service room, there are no obstacles in handling process.

The last dimension is the dimension of empathy. This dimension provides sincere and individual or personal attention given between service providers to service users, by trying to understand the desires & expectations of service users where service users can have an understanding and knowledge of specific service users.

The Empathy dimension in service delivery has been implemented in public services by the Gorontalo Police Traffic Satpas Unit. Related to the dimension of Empathy in the implementation of services, among others, prioritizing the interests of service users, officers serving with courtesy, employees not being discriminatory, and employees serving and respecting every service user, regardless.

A sense of empathy is needed in every activity or service activity provided to the community so that services can run as desired between service providers and service recipients. Officers at the Gorontalo Police Traffic Satpas Unit in providing services are fair, indiscriminative, and friendly in serving the community as service users. Service users will be satisfied if service employees are not discriminatory and show a friendly attitude to service users.

Service quality determining factor

The process of providing public services does not always go as expected, the Gorontalo Police Traffic Unit Satpas encountered several obstacles in the implementation of the public service process, including in terms of facilities and infrastructure, quantity and quality of human resources (officers) who are still lacking and lack of awareness. the public regarding the importance of having a driving license for motorized vehicle drivers.

Infrastructure facilities that have not been optimal in service include limited-service places, lack of writing desks for service users, inadequate toilets for service users, lack of air conditioning in the service waiting room so that when many service users feel hot and uncomfortable.

Facilities and infrastructure that serve as the main supporting tools in accelerating the implementation of work completion. The existence of facilities and infrastructure in providing basic and supporting facilities in the service process is the basis for the community to feel service satisfaction. When the facilities and infrastructure are not optimal in providing services, it will cause inconvenience for service users when carrying out the service process. So that no excellent service or good government is achieved by the needs & expectations of community.

Another factor that can influence the provision of services to the community, namely human resources (officers) is one

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element of public service. Quality human resources are also needed in the process of providing public services. officers who carry out their duties at the Satpas Traffic Unit of the Gorontalo Police have mastered the application on the Computerized Driving License, but there are still some people who are not proficient in using service aids so that they can interfere with the service process being provided. Service activities are activities that deal directly with other people, namely with service users who need services. Therefore, quality, expertise, and professionals in carrying out services are very important to create services following the expectations of service users.

Besides, the determining factor in the implementation of public services at the Gorontalo Police Traffic Unit is the public awareness factor of the importance of a driving license. Where the community will take care of a driving license after committing a violation and a ticketing process is carried out, so public awareness is still lacking.

Efforts at the Gorontalo Police Traffic

Of the several obstacles faced in the process of providing public services, the Gorontalo Police Traffic Satpas Unit as one of the government agencies that provide public services is making efforts to optimize the use of infrastructure. Adequate facilities and infrastructure will provide a sense of security and comfort for service users and services that are following the expectations of the community as service users. This effort is to collect data on facilities and infrastructure, inventory of infrastructure, maintenance and maintenance of infrastructure, and submit proposals for the procurement of facilities and infrastructure to complement them.

The Satpas of the Gorontalo Police Traffic Unit also strives to realize professional and qualified personnel, namely by increasing the competency of expertise, by including education and development,

training for Satpas officers. Human resources are a source of competitive advantage that can face various challenges. Knowledge of attitude and personality skills and abilities so that overall they are increasingly able to carry out government tasks such as providing services to the maximum. The same applies to the development of solid human resources in the context of career development based on work performance. Professional abilities, expertise, and skills as well as the mental attitude of the officers

Besides, there are also other efforts made by the Gorontalo Police Traffic Unit for innovation, namely by holding service activities using a mobile SIM card. This program is carried out to bring and accelerate services to the community. Mobile SIM card services are administrative services for driving licenses that are carried out by going around and stationary in certain places such as markets and other crowded places.

Another effort made by the Gorontalo Police Traffic Satpas Unit is by holding outreach activities. This outreach activity is aimed at the public regarding service procedures, service flows, and service requirements related to the administration of the SIM Administration.

CONCLUSION

Based on the description and discussion of the research results, the researcher can conclude the description to answer the problem formulation in this study, which is as follows:

The quality of public services at the Gorontalo Police Traffic Satpas Unit can be assessed from five dimensions, namely, tangibles, reliability, responsiveness, assurance, and empathy. As follows:

1. Lack of service facilities affects the comfort element of the service environment

2. Human resource factors affect the element of officers' ability to provide services
3. The responsiveness of service officers to the community affects the elements of the speed of services provided
4. Service Standard Operating Procedure (SOP) affects the clarity and certainty of service personnel
5. The elements of politeness and friendliness in giving a pleasant impression in service affect
6. There is still a gap between the expectations of the people who want service quality to use more efficient technological means. This was revealed in the results of the interview which said that the facilities used were using a unified system, where if one system had a problem other system couldn't function.
7. The factors that influence improving the quality of public services at the Gorontalo Police Traffic Satpas Unit are the number of human resources who have not participated in training and training in the field of driving license services, public awareness of the importance of having a driving license, and inadequate service infrastructure.

Efforts to overcome problems in improving the quality of public services at the Gorontalo Police Traffic Unit Satpas are increasing human resources, maximizing the provision of infrastructure related to services, holding pick-up programs or mobile services, holding outreach activities, and evaluating the performance of officers.

SUGGESTION

1. Based on tangibles (physical evidence), the Gorontalo Police Traffic Unit (Satpas) needs to improve existing infrastructure and add non-available facilities such as the renovation of service rooms, increasing the number of queuing seats, air conditioning (AC), toilets, parking space and improve the

service system to speed up the service process.

2. The dimensions of reliability, placement of officers according to their capacity, the right man on the right job, and comparative study. Improve the service system to speed up the process of other administrative arrangements and ensure that officers complete each stage on time according to the specified time.
3. The responsiveness dimension (responsiveness), includes service officers in the development or training related to public services.
4. Dimensions of assurance (guarantee), provide a contact number that can be contacted to provide services.
5. The dimension of empathy, adds activities related to mental personality and ESQ training to improve the behavior of service workers in controlling emotions so that they are more patient and polite in facing the community.

In the factors that affect the service, the Gorontalo Police Traffic Satpas Unit should pay more attention to the quality and quantity of officers placed in the service section, office rehabilitation, improve service procedures and coordination between service units so that the process in the management stage becomes faster and better.

Gorontalo Police Traffic Unit Satpas should make more innovations that bring services closer to the community & then be more active in socializing through mass media, open dialogue with the public, motorized vehicle communities, television, newspapers, & collaborating with agencies accommodating people's wishes.

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