



Quality of Public Services at the Social Security Agency of Health (Badan Penyelenggara Jaminan Sosial) Manpower Banjarmasin Branch Office

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ABSTRACT

The study aimed to analyze the quality of public services at the Banjarmasin Branch Office of Employment BPJS (Social Security Agency of Health). The research method used by the researcher is a descriptive analysis method. Observation, interviews, and documentation carried out the data collection techniques in this study. The data analysis technique used in this research is qualitative. The results of the study show (1) The accuracy of the services provided by employees is good enough in explaining matters related to participant requirements, making participant cards, claiming processes, and other public service activities organized by BPJS Ketenagakerjaan, although often when performing public services outside the office the community asks the same questions over and over again, the employees still give good explanations, (2) The speed of service in overcoming problems that occur in public services is quite good, it is just that the number of employees when performing public services outside the office is quite good. Can reduce the level of community satisfaction, and (3) Hospitality is good with employees who are always ready to help the community's needs in the public service process.

INTRODUCTION

This employment problem concerns the Government because it relates to the needs of the whole human being where the state is obliged to improve the welfare of its citizens based on the 1945 Constitution. Therefore the Government seeks to provide guarantees and services to workers in Indonesia. Among the Government's efforts to guarantee workers or workers is to make a special law on employment that will guarantee every Indonesian worker follows the Human Rights charter approved by the world. The company's progress, PT Jamsostek (Persero), prioritizes the interests and normative rights of workers in Indonesia by protecting 4 (four) programs, which include the Work Accident Benefits Program (JKK), Death Benefit (JKM), Old Age Benefit (JHT) and Security Health Care (JPK) for all workers and their families.

Furthermore, at the end of 2004, the Government also issued Law Number 40 of 2004 concerning the National Social Security System. The law is related to the Amendment of the 1945 Constitution concerning changes to article 34, paragraph 2, which reads: "The state develops a social security system for all people and empowers the weak and BPJS Ketenagakerjaan membership following human dignity." The benefits of this protection are a sense of security to workers so that they can concentrate more on increasing worker productivity and motivation. Social welfare is not solely the responsibility of the Government but also the responsibility of all sectors, including the public and the private sector. One form of public welfare service that can provide relief for the community is the Employment Social Security Administration Agency (BPJS) Program.

BPJS Ketenagakerjaan is a public legal entity that carries out a social mission. BPJS Ketenagakerjaan is based on a philosophy of independence and self-esteem to overcome socio-economic risks. Independence means not depending on others to pay for treatment when sick, life in old age or having family left behind when you die. Self-respect means that the guarantee is obtained as a right and not from the mercy of others. So that the financing and benefits are optimal, the implementation of the Employment BPJS program is carried out in cooperation, where the young help the old, the healthy help the sick, and those with high incomes help those with low incomes as well as foreign workers who work in Indonesia for at least six months, as well as protection for Indonesian Migrant Workers (PMI). Recognizing the magnitude and nobility of this responsibility, BPJS Ketenagakerjaan continues to improve competency in all service lines while developing various programs and benefits that workers and their families can directly enjoy.

There are many factors that participants complained about at the Banjarmasin Branch Office of Employment BPJS, including not yet optimal service and creative development of the services provided. Employees' attitudes and behavior in carrying out their duties and knowledge and skills of employees could be more optimal. In addition, there is also a need for more employees' adherence to administrative regulations. Planning and coordination still need to be improved; this can be seen well in the absence of a specific work schedule. Lack of employee commitment to completing a job so that the work

results could be better. Besides that, the awareness to improve the quality of service is still low, and this can be stated by the presence of BPJS Ketenagakerjaan employees at the Banjarmasin Branch Office who often arrive late, some employees delay work, at certain times employees, leave the workroom for no apparent reason, so BPJS Ketenagakan participants who want to get service often have to wait or come back another day. Based on these existing conditions, the researcher is interested in studying this problem in depth with the title "The quality of public services at the Banjarmasin Branch Office Employment Social Security Administration Agency (BPJS)."

THEORETICAL REVIEW

Definition of Service

Service is closely related to human life. Even in an extreme way, it can be said that service cannot be separated from human life. Service is an activity or sequence directly interacting between a person and another person or machine. Physically and provide customer satisfaction. (Sampara Lukman, 2015:6). Based on the description above, what is meant by service is an activity or a sequence of activities that occur in direct interaction with people and provide satisfaction for users. In an organization, the provision of services must be based on predetermined principles. These principles are as follows:

1. The service program must be an ongoing program to serve all community members.
2. The service program must be easy to set up and administer
3. Service programs must be prepared to find and solve problems faced by the organization and the community.
4. The service program must be a joint effort of all organization members.
5. Service programs must be vital to the organization's programs (Djumhur and Surya, In Sampara Lukman, 2015: 149).

Examining these principles, it can be concluded that these principles can be beneficial for all levels (hierarchies) in an organization, especially those carrying out services to members of the user community. According to Sinambela (2010: 11), public service is every activity carried out by the Government for several people who have every profitable activity in a group or unit and offer satisfaction even though the results are not physically tied to a product. Kurniawan (2010: 07) says that public service is the provision of services (serving) the needs of other people or people who have an interest in the organization under the basic rules and procedures that have been determined.

Public Service Quality

More details can be described regarding the forms of service quality application by applying the concept of "RATER" proposed by Parasuraman (2014: 32) as follows:

1. Responsiveness

Every employee in providing forms of service prioritizes aspects of service that greatly influence the behavior of people who receive services so that responsiveness skills are needed from employees to serve the community under the level of absorption, understanding, and incompatibility of various forms of service that they do not know. Requires wise, detailed explanations, coaching, directing, and persuading to address all work procedures and mechanisms that apply in an organization so that the form of service gets a positive response (Parasuraman, 2014, p. 52).

2. Guarantee

Every form of service requires certainty for the services provided. The form of certainty from a service is primarily determined by guarantees from employees who provide services, so that people who receive services feel satisfied and believe that all forms of service affairs are carried out thoroughly and completed following the speed, accuracy, convenience, smoothness, and quality of the services provided. Parasuraman, 2014:69). Guarantees for services provided by employees are determined by *performance* or service performance so that these employees can provide reliable, independent, and professional services that impact the satisfaction of the services received. Apart from this performance, the guarantee of service is also determined by a strong organizational commitment, which recommends that every employee provide service seriously and earnestly to satisfy the people served. Another form of guarantee is a guarantee for employees who have personality behaviors (*personality behavior*) and who are good at providing services. Of course, there will be differences between employees who have a bad character or character and those who are not good at providing services (Margaretha, 2013, p. 201).

3. Physical Evidence (Tangible)

The definition of physical evidence in service quality is a form of physical actualization that can be seen or used by employees following their use and utilization, which can be felt to help the service received by people who want the service so that they are satisfied with the perceived service, which at the same time shows work performance for giving services provided (Parasuraman, 2014, p. 32). In providing services, everyone who wants services can feel the importance of physical evidence shown by the service developer so that the services provided provide satisfaction. The form of physical evidence services is usually in the form of available service facilities and infrastructure, service technology used, *and performance* service providers following the characteristics of the services provided in demonstrating work performance that can be provided in the form of physical services that can be seen.

4. Empathy

Every service activity or activity requires an understanding and understanding of shared assumptions or interests in a matter related to

service. Services will run smoothly and with quality if each party interested in the service has a sense of empathy (*Empathy*) in completing or managing or having the same commitment to service (Parasuraman, 2014, p. 40). Empathy in service is the existence of a concern, seriousness, sympathy, understanding, and involvement of parties interested in the service to develop and carry out service activities following the level of understanding and understanding of each of these parties. Parties who provide services must have empathy to understand the problem of the party they want to serve. The party being served should understand the limitations and abilities of the person serving so that the integration between the party serving and receiving the service has the same feeling.

Flow of Thinking

In simple terms, the flow of thinking in the quality of public services at the Banjarmasin Branch Office Employment BPJS can be described as follows:

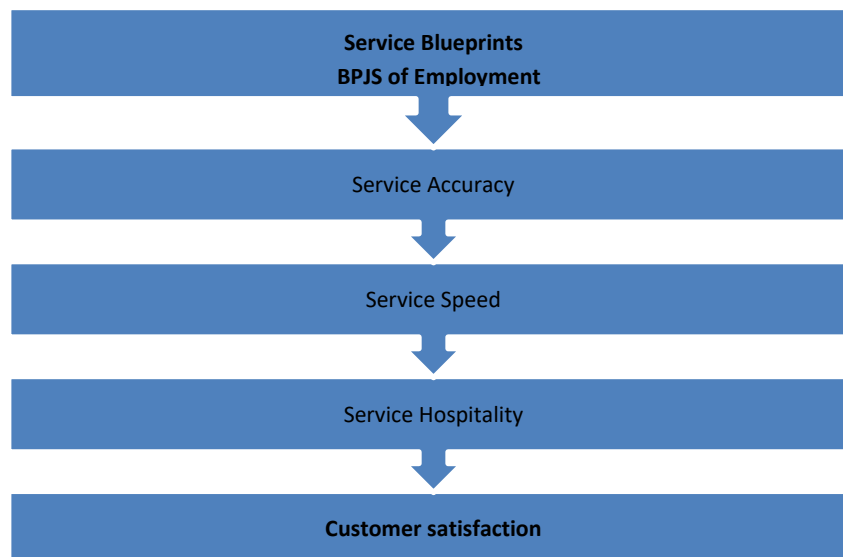


Figure 1. Thinking Models

METHODOLOGY

Research Design

This study was designed with a qualitative discriminatory analysis approach, namely by explaining the phenomena or objects studied and then analyzing them so that they get research results that follow the problem, namely about quality public services at the Banjarmasin Branch Office Employment BPJS in improving tasks and functions.

Key Informants and Informants

1. Key Information

The key informant in this study was the Head of the Banjarmasin Branch Office of Employment BPJS.

2. Inform

Is a person or actor who knows and masters the problem and is directly involved with the problem under study. In this case, the informants were employees at the Banjarmasin Branch Office of Employment BPJS and several outsourced workers (TKAD) who were considered capable of providing factual data, as many as five people as well as participants who made claims for the Employment BPJS program as many as two people, and representatives of the management of participating companies as many as two people.

Concept Definition and Operational Research

The operational definition of research is as follows.

1. The service is closely related to what has been provided by the Banjarmasin Branch Office of Employment BPJS to BPJS participants who need clarity on security issues as an employee, especially in companies.
2. The quality of service at the Banjarmasin Branch Office Employment BPJS is the ability to produce services that are deemed capable of satisfying the parties served by the Banjarmasin Branch Office Employment BPJS as a public legal entity that operates on the essential protection of social security for workers. In the quality of services provided effectively by the Banjarmasin Branch Office Employment BPJS in order to increase customer satisfaction:
 - a. Service provision is the service time related to each employee of the Banjarmasin Branch Office. Employment BPJS will provide fast, precise, easy, smooth, and quality services, and this becomes a concrete form that satisfies participants and potential participants.
 - b. Speed of service is getting service that does not take long so that the party being served does not have to wait as promised. Besides that, friendliness and taste *empathy* are indicated by showing taste *sympathy* for the services provided so that those who are served, in this case, are participants and potential participants feel they have authority over the services performed.
 - c. Friendliness is related to the attitude: of being happy, often visiting, telling friends or other working people, and providing solutions to what is felt about BPJS Ketenagakerjaan services at the Banjarmasin Branch Office. Personally, satisfied participants will be loyal and convey to other working people the various programs implemented by the Banjarmasin Branch Office Employment BPJS.

Data Collection Techniques

In order to obtain the data, this study used observation data collection techniques, interviews, and literature/documentation.

1. Observation, namely data collection through direct observation of research objects to see the process of providing services to participants, facilities and infrastructure owned, as well as available financing budgets, which are associated with competencies carried out by all levels of the Banjarmasin Branch Office Employment BPJS.

2. Interviews, namely the collection of data and information carried out in direct contact with key informants and informants
3. Libraries/Documentation, namely compiling data sourced from books, documents, laws, and regulations as relevant references to the subject matter under study.

Data Analysis Techniques

The data analysis technique used in this research is qualitative. All data obtained in the study were then collected to serve as input material which would be used as evidence in the execution of the writing. The author would confirm with other informants to obtain accurate data. Data processing in this study was carried out to answer questions arising from the problems. Researchers collect data, both secondary data, and primary data. The incoming data is called data *raw* (raw data) that must be processed and edited, that is checked/checked about the correctness of the respondent's answer, fill in the answer and its completeness, and whether there are any inappropriate/inconsistent answers. The data is processed, then the author discusses qualitative data in descriptive form by analyzing it carefully, then concludes and, in the end, provides input suggestions that can be given to all levels of the Banjarmasin Branch Office Employment BPJS in order to evaluate and improve their competence.

RESULTS AND DISCUSSIONS

Public Service Quality at the Banjarmasin Branch Office of Employment BPJS

BPJS Ketenagakerjaan Banjarmasin Branch Office provides services every working day (Monday to Friday) from 08.00 WITA to 16.00 WITA. This research is a descriptive analysis of how the quality of public service delivery starts from making participant cards and claims on BPJS Employment. After conducting research and data collection through interviews and direct observation (observation), various data were obtained from informants who received public service activities at the BPJS Ketenagakerjaan Banjarmasin Branch Office and informants who received public service activities in the field related to making BPJS Participant Cards employment. Researchers conducted research at the Banjarmasin Branch Office of Employment BPJS and public service activities outside the Banjarmasin Branch Office of Employment BPJS.

Public services are currently part of the needs of every community. Public services are always associated with an activity carried out by a person or group of people or certain agencies to provide assistance and convenience to the community to achieve specific goals. Currently, providing services increasingly needs to be improved and improved, so the most important thing is how to provide assistance and convenience to the community to meet their needs and interests. Efforts to improve the quality of better public services are a must that must be carried out immediately to create services that are more efficient and effective and follow the needs and aspirations of the community. To simplify the research process and find out the quality of service provided by BPJS Ketenagakerjaan Banjarmasin Branch Office to participants (BPU),

researchers used indicators as service assessments, namely aspects of direct evidence (tangibles), Reliability aspect (reliability), responsiveness aspect (responsiveness), aspek guarantee (assurance), and empathic aspects (empathy).

The Quality of Public Service BPJS Ketenagakerjaan Banjarmasin Branch Office Seen from the Accuracy of the Service

The ability of a service provider agency to provide services as promised in a timely, accurate, and reliable manner and to provide the same service is one of the critical elements that service providers must have. The increasing public need for this service must be balanced with complete and fast service, which requires the apparatus to be nimble at work. Reliability is the ability to provide promised services promptly, accurately, and satisfactorily, such as timeliness, speed, and accuracy in completing services. Reliability here is the extent to which all elements of employees can quickly, precisely, and accurately in every provision of services to the public. Service accuracy is the ability of the Employment Social Security Administration Agency (BPJS) in services that reflect employee expertise in providing services quickly, employee clarity in providing information, and discipline in providing effective and efficient services. The readiness of employees in serving participants.

From the research results, it was revealed that regarding the accuracy of the service in handling every public complaint, it was already reliable in terms of time and accuracy of the service process at the Banjarmasin Branch Office of Employment BPJS. Based on the results of observations, especially during the public service process, membership cards made outside the office are many people who do not have KTPs or lose KTPs, or are invalid KTPs. It is different if, by coming directly to the Employment BPJS Office, prospective participants who wish to register tend to know the administration's completeness for making BPJS Employment participant cards. In dealing with the loss of the KTP of prospective participants, employees have responded well to the problems and complaints that generally occur in the community and will print BPJS Employment Participant cards by attaching proof of loss letters from the police.

The Quality of Public Services at the Banjarmasin Branch Office Employment BPJS is Seen from the Speed of Service

The aspect of service speed is a policy to help and provide fast service (*responsive*) and appropriate to customers with the delivery of clear information. *Responsiveness* Employees are needed in public services because this is evidence and concrete actions taken by the organization in answering and recognizing the needs and aspirations of the community. The speed of service here means the response or alertness of officers in helping people who need service. The community is satisfied with the speed of employee service at the Banjarmasin Branch Office Employment BPJS, especially in providing information about the benefits of BPJS membership. Employees are also willing to provide higher quality services so that the public can make the membership letter. Because often, the community needs help understanding what is explained by the apparatus to ask questions again, they are sometimes reluctant

to ask for fear of misunderstandings. According to the results of observations made by researchers, the response/speed of services provided by BPJS Ketenagakerjaan was fast in making cards and paying claims, as well as responding to community problems and complaints.

The Quality of Public Service BPJS Ketenagakerjaan Banjarmasin Branch Office Seen from the Friendliness of the Service

Friendliness of service is a sense of care to give attention to people who require service. As a public institution that provides services, it is always demanded to be ready to help people who need services. The concern of employees to always prioritize the needs of the community will support the creation of a better quality public service. Based on observations made by researchers, the thing that most often happens to the community is the perception that BPJS Employment and Health are the same programs. It is not uncommon for people to ask about the authenticity of the BPJS Employment card, considering that there has been news in the media about counterfeit BPJS Health cards, and many people think they have registered without making sure in advance whether the program is BPJS Employment or something else. The purpose of doing public services outside the office is so that the public, especially working people, is clear about BPJS Employment, which is a form of concern from BPJS Employment. The "pick up the ball" system is an effective and efficient thing to make it easier for the public to find out information about BPJS Ketenagakerjaan, including the making of participant cards, the procedures for becoming participants, and claim procedures.

BPJS Employment also seeks the comfort of participants both in the office and outside the office by providing drinking water, television, and other infrastructure so that people do not get bored while queuing. Researchers also noticed that BPJS provides interesting souvenirs for people who register in the field, such as BPJS Employment cups or other beautiful souvenirs. In the 1980s, demands for better public services had begun in the United States and Europe. Meanwhile, in Indonesia, the paradigm of demands for better public services began with the reform movement in 1998. The demand for good and satisfactory services to the public has become a necessity that must be met by agencies related to public service delivery. This demand arose in line with the development of the reform era (1998) and regional autonomy (2001) after the fall of the New Order regime. The private sector(private) already pays attention to customer service(customer). This condition is different from the public sector, which adapts this approach from the private sector. The public sector in Indonesia chooses to adopt the paradigms of New Public Service (NPS)" or the New Public Service (PPB), which is considered to follow the country's ideological, political, economic, and socio-cultural foundations. To improve the implementation of public services that are more democratic, non-discriminatory, transparent, effective, and efficient. This excellent service paradigm requires the Government to listen to the community's voice in good governance management by abandoning the old administrative concept of managing governance – no bureaucracy drove like a business in a company.

Nevertheless, with itNew Public Service implemented correctly, it is expected to be able to answer various problems in government institutions and people's lives and prioritize the public interest. To realize this, the state should meet every citizen's needs through a government that can provide quality public services to meet all basic needs and citizens' civil rights over public goods and services. Public service is the most important task of providers at the center and in the regions. The capital of the Province of South Kalimantan, especially the City of Banjarmasin, is demographically one of the provinces with the largest population in Indonesia. Even so, BPJS Employment in the City of Banjarmasin is required to provide good service, especially for Non-Wage Recipient participants. Productive age workers and the age of the elderly population must be uncovered by this public legal entity. Based on scientific research conducted by Anggreani, the implementation of service quality from Employment BPJS is almost entirely carried out by employees, so it takes quite a long time, especially if there is a mistake in identity or requirements. In reality, many social security participants still need to learn more about the requirements they fulfill, especially in making participant identification cards. In addition, the large number of social security participants makes it difficult to find physical documents. From this study's results, several problems still become obstacles to achieving the Vision of Employment BPJS.

The vision of BPJS Ketenagakerjaan Branch of Banjarmasin is to become a world-class Social Security administering body, trusted, friendly and superior in operations and services. To realize this vision, BPJS Ketenagakerjaan must improve the quality of its services. The better the quality of service provided, the consumer will be satisfied, and vice versa. If the quality of service provided could be better, then the consumer will not be satisfied. BPJS Ketenagakerjaan is a public legal entity engaged in the service sector, and the customer satisfaction factor is highly dependent on its quality. The Banjarmasin Branch Employment BPJS applies a fast-track system in card making. This application is carried out as an effort to improve service quality with the transformation from P.T. Jamsostek has become BPJS Ketenagakerjaan, and the service quality for making participant cards is expected to improve and develop to become more effective and efficient. Even though BPJS Ketenagakerjaan has been running for almost five years and has made participant cards with a computerized system, many residents have registered as participants. However, there are still deficiencies that make the quality of card-making services not optimal, such as long queues and computerized systems that still need to be discovered by some people, especially in the informal sector. This contrasts with good service quality.

CONCLUSIONS AND RECOMMENDATIONS

Based on the descriptions put forward, there are several conclusions and suggestions. The conclusions in question are that the location of public services in and outside the office can affect public service indicators, and public services carried out by the Banjarmasin Branch Office of Employment BPJS in making

Participant Cards and Claim payment services have been well realized. The existing indicators can see this in public services, namely:

1. The accuracy of the services provided by employees is good enough in explaining matters related to the requirements to become participants, making participant cards, claiming processes, and other public service activities organized by BPJS Ketenagakerjaan. However, people often ask questions when performing public services outside the office. The same thing over and over again, and the employees still give good explanations.
2. The speed of service in overcoming problems that occur in public services is quite good; the lack of the number of employees when carrying out public services outside the office can reduce the level of community satisfaction.
3. Friendliness is good with employees who are always ready to help the community's needs in the process of public services.

Obstacles encountered regarding the quality of public services in making participant cards, processing and payment of compensation claims, and other public services at BPJS Ketenagakerjaan are the lack of socialization regarding the program and the requirements for becoming participants and the requirements for making membership cards, the lack of the number of employees who are responsible for carrying out the socialization, and the lack of public awareness in completing identity data such as KTP and Family Card. The suggestions from researchers regarding public services at the Banjarmasin Branch Office Employment BPJS so that they can run more effectively are:

1. Increasing the number of Service Cars that are urgently needed when carrying out public services in making BPJS Employment participant cards can make it easier to make cards in the field and expand the range of services.
2. Increase the number of employees responsible for the operation of the Service Car so that more locations can be reached to perform services for making BPJS Employment Participant Cards and other services.
3. Increase the trusted partner network to increase cooperation and promotion regarding outreach to participants in any public service activities carried out outside the office.
4. Maximizing the dissemination of information about BPJS Employment programs and procedures by using the website/WA Blasting and distributing brochures to the public, such as traders, farmers, fishermen, and other working communities.
5. Emphasizing in every socialization or other form of promotion to the public regarding the programs organized by the Employment BPJS and emphasizing the differences between the BPJS Health and BPJS Employment programs so that public recognition of the two programs is clear.
6. We are increasing the promotion of Employment BPJS programs through print and electronic media. This increased promotion will increase the dissemination of information about the importance of social security for workers. With the dissemination of this information, the public will have a

better understanding of Employment BPJS. Thus, the number of participants who make BPJS Employment participant cards continues to increase.

FURTHER STUDY

Furthermore, at the end of 2004, the Government also issued Law Number 40 of 2004 concerning the National Social Security System. The law is related to the Amendment of the 1945 Constitution concerning changes to article 34, paragraph 2, which reads: "The state develops a social security system for all people and empowers the weak and BPJS Ketenagakerjaan membership following human dignity." The benefits of this protection are a sense of security to workers so that they can concentrate more on increasing worker productivity and motivation. Social welfare is not solely the responsibility of the Government but also the responsibility of all sectors, including the public and the private sector. One form of public welfare service that can provide relief for the community is the Employment Social Security Administration Agency (BPJS) Program.

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