



## The Quality Of Family Card Making Services At The Population And Civil Registration Office Of The Central Sulawesi Province

Achmad Sholih Komara Setyaguna<sup>1</sup>, Mustainah<sup>2</sup>, Nasrullah<sup>3</sup>

Program Studi Magister Administrasi Publik, Universitas Tadulako Indonesia

<mailto:achmadsholihkomara@gmail.com><sup>1</sup>, [mustainahmappatoba@gmail.com](mailto:mustainahmappatoba@gmail.com)<sup>2</sup>

---

### Article history:

Received: 2024-17-05

Revised: 2024-22-05

Accepted: 2024-14-06

Published : 2024-27-06

---

✉ Corresponding Author:

**Name author:** Achmad Sholih Komara Setyaguna

E-mail: <mailto:achmadsholihkomara@gmail.com>

### ABSTRACT

The researcher aims to evaluate the quality of public services at the Population and Civil Registration Office of Central Sulawesi Province with a descriptive qualitative approach involving five informants. The data analysis techniques used were data reduction, presentation, and conclusion drawing. The results showed that the quality of service at this office was satisfactory in several aspects. In the physical aspect, the facilities and service environment have met the standards, creating a comfortable atmosphere for the community. In terms of reliability, officers always follow schedules and procedures, so services are provided on time and structured. Staff responsiveness is also good, they are positive and quick to respond to people's needs and questions. Service assurance is also met, where officers ensure services are completed on time, which increases customer satisfaction. In addition, staff demonstrated empathy with a sincere, friendly and non-discriminatory attitude, so that people felt valued and satisfied with the service provided. Overall, the assessment shows that the Population and Civil Registration Office of Central Sulawesi Province succeeds in meeting the expectations and needs of the community well through comprehensive and quality services.

**Keywords:** Tangible, Reliability, Responsiveness, Assurance, Emphaty

### INTRODUCTION

Public service is the main function of the state apparatus for the welfare of society, which is characterized by accountability and responsibility. Although the government is responsible for providing transparent and accountable services, the reality is that there are still many obstacles faced. People are increasingly demanding quality public services, but what they often encounter is a convoluted and tiresome bureaucracy. Lengthy and inefficient procedures not only drain time and energy, but also create dissatisfaction and distrust of government institutions. Critics of the current public service system point to a failure in the implementation of good governance principles. Lack of inter-agency coordination, limited competent human resources, and corruption and nepotism have worsened service quality. In addition, the lack of innovation in technology and information management systems makes the service process not

adaptive to the evolving needs of society. The government must urgently undertake a comprehensive reform of the public service system, prioritizing transparency, efficiency and fairness. Better use of information technology, continuous training for employees, and strict monitoring of corrupt practices are some of the steps that need to be taken. Without significant changes, public services will continue to be a source of dissatisfaction and hamper efforts to improve the welfare of society.

According to Law No. 25/2009 on Public Services, the state is obliged to serve every citizen well. As an implementation of this law, the Central Sulawesi Provincial Government has issued regulations related to family card services in accordance with statutory provisions. The discipline of officials in providing quality services is very important to build public trust in government institutions. Efficient and effective public services are needed to meet the needs of the community, but often the administrative process seems rigid and slow, which has the potential to hamper community access to services that should be easily accessible. The discipline and integrity of the apparatus are key in creating optimal public services. Unfortunately, the practices of corruption, collusion and nepotism are still often found in the service process, which not only damages the image of the government but also harms the community. Dishonesty and abuse of authority by certain individuals make what should be a simple process complicated and time-consuming. This creates a gap between people's expectations of fast and efficient service and the reality they face. Deep and comprehensive reform of the public service system, including the application of technology to speed up administrative processes, strict monitoring of corrupt practices, and improvement of the competence and work ethics of officials. Training and continuing education for public service officers are also important steps to ensure they have the skills and knowledge needed to deliver quality services. Thus, it is hoped that public services in Central Sulawesi, especially in family card services, can run more transparently, efficiently, and free from unsavory practices, so as to meet the needs and expectations of the community to the fullest.

The main aspects of public services are service providers, service recipients, and types of services. Service providers include agencies or individuals tasked with providing services to the public. They must have high competence, integrity and dedication to ensure the services provided meet the expected standards. Service recipients are the people or individuals who need and use these services. They are entitled to quality, transparent and accountable services. The types of services provided vary widely, ranging from administrative services, health, education, to other social services. Optimal service standards include several important aspects, namely speed, accuracy, friendliness, and affordability. Service speed means that the service delivery process must be carried out quickly and efficiently, so that people do not have to wait long. Service accuracy means that services must be provided precisely according to the needs and expectations of service recipients. Friendliness in service refers to the attitude and behavior of service providers who must be friendly, polite, and respect service recipients, creating a comfortable and pleasant atmosphere. Affordability is another important factor, where the fees charged for obtaining services must be affordable by all levels of society, without compromising the quality of services provided. These main aspects and applying good service standards, it is expected that public services can maximally meet the needs and expectations of the community. This will not only increase public satisfaction and trust in service providers, but also encourage the creation of a more effective, efficient and fair public service system. Reforms and innovations in the public service system are needed to ensure that the services provided are always relevant and responsive to the dynamics of community needs.

The aspects that determine the quality of public services, as stated by Sinambela et al (2006: 6), provide clear guidance in measuring customer satisfaction. First, transparency in service refers to openness and adequate accessibility for all parties in need. For example, a government portal that provides open and easily accessible information on public service

application procedures. Accountability demands that public services must be accounted for in accordance with applicable legal provisions. Examples include transparent financial reports and regular audits to ensure proper use of public funds. Conditionality leads to the provision of services that are in accordance with the conditions and capabilities of both the service provider and recipient, while still prioritizing efficiency and effectiveness. For example, public transportation services are tailored to the mobility needs of people in different regions. Participatory describes services that encourage the active participation of the community in the process of organizing public services, taking into account their aspirations, needs and expectations. For example, a public discussion forum prior to the construction of critical infrastructure in an area. Equal rights emphasizes that services should be equitable and non-discriminatory to anyone, regardless of ethnicity, race, religion, class, or social status. For example, health services are equally available to all citizens regardless of their background. The balance of rights and obligations reflects the importance of fair and balanced services between the rights that people have in receiving services and the obligations that must be fulfilled by service providers. For example, a taxation system that provides fairness in services to taxpayers from various walks of life.

Comprehensive implementation of these principles is expected to improve the overall quality of public services, meet public expectations, and build strong trust in government institutions. The Population and Civil Registration Office of Central Sulawesi Province is responsible for population administration services, including the issuance of family cards. Based on observations, services at this Office still receive negative assessments from the public. Good services must be supported by adequate facilities and infrastructure as well as professional officials. According to data from 2023, 5,169 people processed family cards at this office. Based on the research results, some of the main problems found are the lack of facilities and infrastructure (tangible), the slow response of employees (responsiveness), and the uncertainty of completion time (assurance). The Population and Civil Registration Office of Central Sulawesi Province has a great responsibility in serving the population administration needs of the community, especially in the issuance of family cards which are vital documents for every citizen. However, despite having a significant responsibility, the community's assessment of the services provided is still negative. This indicates dissatisfaction that needs to be addressed immediately to improve service quality. Adequate facilities and infrastructure are key elements in providing quality public services. Deficiencies in tangible aspects such as inadequate facilities, outdated equipment, and an uncomfortable work environment can hamper service effectiveness. This has become one of the main complaints of the community who feel that the service at this Office is not optimal.

Service quality that contributes to customer satisfaction. Reliability in providing services consistently, responsiveness in responding to customer requests, and providing assurance or confidence in service are very important Christopher Lovelock (in Rangkuti, 2002). The ability to understand and respond to the individual needs of customers with empathy, as well as tangible physical displays of facilities and personnel who provide services, is also a determining factor. customer satisfaction is primarily related to the extent to which their expectations are met by the performance or results they feel from the product or service received. This confirms that organizations must prioritize meeting customer expectations as the main focus. Methods used to assess and improve customer satisfaction (Kotler & Yamit, 2005). Complaint systems give customers access to suggestions, complaints, or dissatisfaction through suggestion boxes or other communication channels. Customer surveys, whether by telephone, in-person interviews, or online forms, are also a common method of measuring satisfaction. In addition, customer panels invite views from loyal and lapsed customers to gain deeper insights into customer perceptions and needs.

Employee responsiveness is in the spotlight because employees who are slow to respond to public requests and questions show a lack of professionalism and commitment to service. Fast and precise responses are essential to meet public expectations and improve service satisfaction. The uncertainty of turnaround time is also an issue that is often complained about. People need certainty when their documents will be processed. This uncertainty not only creates inconvenience but also disrupts the activities of those who depend on these documents. According to 2023 data, a total of 5,169 people applied for family cards at this office, indicating the high demand for this service. To overcome the existing problems, the Population and Civil Registration Office of Central Sulawesi Province needs to take various improvement steps, ranging from improving facilities, training for employees to improve responsiveness, to setting clear and definite completion time standards. With these steps, it is hoped that population administration services at this Office can meet public expectations and increase public trust.

This research has a relationship with previous research that examines the quality of public services, such as that conducted by Hetty (Thesis 2014) with the title "Analysis of the Quality of Family Card Issuance Services at the Population and Civil Registration Office of Palu City". The research used a combined quantitative-qualitative approach that focused on data collection and analysis, and integrated data from both approaches to formulate a comprehensive interpretation. The results of Hetty's research show that as many as 66% of service users at the Palu City Population and Civil Registration Office expressed satisfaction with the services provided by officers or apparatus. One of the striking aspects of these results is the quality of service, especially in the Assurance dimension, which reached a satisfaction level of 73%.

Quality service aspects can achieve customer satisfaction. Kotler (in Rangkuti, 2002: 23) defines customer satisfaction as "a person's feeling of pleasure or disappointment as a result of the comparison between the performance or results received from the product and the expectations he has". Rangkuti (2002: 30) explains that customer satisfaction is a response to the mismatch between the level of prior importance and the actual performance felt after using the product or service.

The provision of effective public services requires concrete steps such as improving the quality of production and productivity in services, optimizing systems and governance, and empowering the community through creativity, initiative, and active participation in welfare development (Moenir, 2001). Quality public services must be thoroughly integrated, characterized by being simple, open, smooth, fast, accurate, comprehensive, affordable, and not burdensome. Aspects of service quality, such as accuracy, speed, friendliness, and affordability, are very important to meet public expectations (Suhady, 2000). Accuracy demands that services must match the needs expressed by the community. Speed is key to preventing frustration due to slow service. Friendliness is the essential attitude of officers in interacting with the public in an ethical and professional manner. Meanwhile, affordability ensures that public services do not present a heavy financial burden to the community. In the context of this research, these aspects are used as criteria to assess the quality of service in the issuance of family cards at the Population and Civil Registry Office of Central Sulawesi Province. A critical evaluation of these aspects is expected to provide a clear picture of the extent to which public services are able to meet the standards expected by the community, as well as identify areas that need improvement to increase efficiency and public satisfaction in receiving administrative services from the government.

This understanding of customer satisfaction is very relevant in assessing whether customers are satisfied or dissatisfied with the services they receive. Customer expectations reflect their expectations of the product or service, while satisfaction occurs when the experience felt by customers matches or exceeds their expectations. Companies need to understand customer expectations in depth to ensure that the performance and results of products or services can meet or even exceed these expectations. According to Wilkie (in

Tjiptono, Fandy, and Diana, 2001), customer satisfaction is an emotional response to the evaluation of consumption experience, while Engel (in Tjiptono, Fandy, and Diana, 2001) describes that satisfaction occurs when the results obtained from a purchase match or exceed customer expectations, while dissatisfaction arises if the results do not match these expectations.

Customer satisfaction provides various benefits for the company, as stated by (Tjiptono, Fandy, and Diana, 2001). These benefits include building harmonious relationships with customers, creating a solid foundation for repeat purchases, increasing customer loyalty, supporting positive word of mouth, improving company reputation, and potentially increasing company profitability through the support of customer loyalty and recommendations. By deeply understanding customer expectations and desires and continuously innovating to improve service quality, organizations can achieve sustainable customer satisfaction and gain strategic benefits in the long run.

This study was designed to evaluate in depth the quality of service in the process of making family cards at the Population and Civil Registration Office of Central Sulawesi Province, using indicators known from Parasuraman's concept, namely tangible, responsiveness, and assurance. Tangible refers to an assessment of the physical condition of the facilities and the environment in which services are provided. Responsiveness includes how quickly and how well officers respond to community needs and questions. Assurance highlights the certainty and quality of services that are consistent with expectations and applicable regulations. The purpose of this research is to provide a comprehensive picture of how the public assesses the quality of service in the process of making family cards at the Population and Civil Registration Office of Central Sulawesi Province. Delving into these aspects, this research aims to identify strengths and weaknesses in the existing service system, and provide recommendations that can improve efficiency, transparency, and public satisfaction with these public services. It is intended that the findings of this research can serve as a basis for improvement and innovation in improving the quality of population administration services at the local level.

## **RESEARCH METHOD**

Research on the quality of family card making services at the Population and Civil Registration Office of Central Sulawesi Province adopted a descriptive approach with qualitative methods. The purpose of descriptive research is to describe the facts and characteristics of a population or area systematically, factually, and thoroughly (Subyantoro & Suwanto, 2009). This approach, according to (Nawawi, 2007), is a procedure used to describe the condition of the research subject based on observed facts. Qualitative methods, as described by (Bogdan & Taylor, 2000), produce descriptive data in the form of written or spoken words that describe observed behavior. This approach is a research tradition that involves direct observation of subjects in their own context, using language and concepts recognized by these subjects (Kirk & Miller, 2000).

The research was conducted at the Population and Civil Registration Office of Central Sulawesi Province over a three-month period after obtaining permission from the Postgraduate Program of Tadulako University, Palu. Key informants were selected based on social relevance to the research problem (Moleong, 2000), consisting of five interviewees, including two from the Population and Civil Registration Office, one civil registration administration operator, and two representatives from the community. The data used included primary data obtained through in-depth interviews and direct observation, as well as secondary data derived from official records, literature and related documents. Data collection techniques included observation, unstructured interviews and documentation.

Data analysis was conducted through data reduction, data presentation, and conclusion drawing, in accordance with the methodology used (Sugiyono, 2014). With this approach, the study aimed to provide a comprehensive picture of the quality of family card-making services at the institution, as well as to evaluate the critical dimensions that influence people's perceptions of the services provided.

## **RESULTS AND DISCUSSION**

Results and discussion of research on the quality of family card making services at the Population and Civil Registration Office of Central Sulawesi Province. This research uses a descriptive approach with qualitative methods, which aims to describe systematically, factually, and thoroughly the condition of the research subject based on observed data. In this study, data were collected through in-depth interviews, direct observation, and document study. The informants involved were selected based on social relevance to the research problem, including employees from the Population and Civil Registration Office as well as representatives of the service user community. The results showed several main findings. First, the physical conditions and facilities at the Population and Civil Registration Office are considered adequate, although there is a need for improved maintenance and better availability of equipment to meet expected service standards. Second, the response to the needs of service users was generally rated positively, but there were complaints related to waiting times that needed to be improved to be more efficient. The assurance aspect related to public trust in the competence and transparency of procedures in the service was also highlighted in this study. Although service users generally feel confident in the ability of officers in the administrative process, efforts are still needed to improve clarity and transparency in service provision. The discussion of the results emphasizes the importance of improvements to physical infrastructure and information technology, increased training for staff in communication skills and time management, and the expansion of complaint mechanisms and public participation in improving service quality. The implementation of these recommendations is expected to make a positive contribution to improving service user satisfaction and strengthening the relationship between the Office of Population and Civil Registration and the people of Central Sulawesi as a whole.

Aspects of public service quality include several important elements that influence how public services are assessed and received by the community. Some of the main aspects of public service quality include:

### **1. Tangible**

This aspect refers to an assessment of the physical facilities and infrastructure available in the provision of public services. This includes the condition of the service room, the equipment used, physical facilities such as service desks, and the availability of technological devices such as computers and printers. Good physical evidence can increase efficiency and convenience in public services. This aspect refers to the evaluation of the physical infrastructure used in providing public services. This includes an assessment of the condition of the service space, equipment such as service desks, and the presence of technology such as computers and printers. Adequate quality of physical evidence is critical as it can significantly improve operational efficiency and convenience in interactions between officers and the public. An organized and clean service space and the availability of adequate equipment will provide a positive experience to the service user community. This not only speeds up the service process but also reduces the likelihood of inconvenience or disruption in the administrative process. Therefore, the improvement and optimal maintenance of physical infrastructure is an important step in improving the overall quality of public services.

## 2. Reliability

Reliability describes the extent to which public services can be trusted to deliver services as promised, on time, and consistently. Reliable service implies a well-organized system, clear procedures, and well-established standards to ensure that people get the service they expect. Reliability describes the extent to which public services can be relied upon to provide services as promised, on time, and consistently. It reflects the existence of a well-structured system, transparent procedures, and consistent standards to ensure that people get the services they expect. The existence of a well-organized system and clear procedures is key in ensuring that public services run smoothly and can meet the needs of the community effectively and efficiently.

## 3. Responsiveness

Responsiveness refers to how fast and responsive public services are in responding to community needs, complaints or requests. Responsive services indicate that public officers or agencies can provide answers or solutions quickly to requests or problems faced by the community. Responsiveness is one of the main pillars in assessing the effectiveness of public services. The ability to respond quickly to community needs, complaints or requests reflects not only operational efficiency, but also a willingness to prioritize the public interest. Responsive services show that public officers or agencies have responsive systems and structured procedures to handle each situation responsively and efficiently. A timely response not only increases public satisfaction, but also strengthens trust in the agency or government providing the service. Therefore, improving responsiveness in public services is crucial to building a harmonious relationship between government and society and improving the overall quality of life.

## 4. Assurance

This aspect includes the ability and courtesy of officers to provide confidence to the public that the services provided meet the standards set, and that they are treated fairly and professionally. Assurance also includes good communication between service providers and service recipients to ensure that the information provided is clear and accurate. This aspect includes the ability and courtesy of officers to reassure the public that the services provided meet established standards, and that individuals are treated fairly and professionally. This assurance also involves effective communication between service providers and service recipients to ensure that information is clear and accurate. A commitment to maintaining high service standards and providing a trustworthy experience for the public is at the core of the assurance aspect of public services. By ensuring that every interaction is conducted with transparency and integrity, public agencies can build solid trust and meet people's expectations of the quality of services provided.

## 5. Empathy

Empathy in the context of public services shows the ability of officers to actively understand and respond with understanding to the needs, feelings and expectations faced by the community. By demonstrating genuine empathy, officers not only create a closer relationship between service providers and service recipients, but also strengthen public trust and satisfaction with the service process they receive. This aspect is crucial in shaping the quality of superior public services, which plays an important role in determining the public's evaluation of the effectiveness and efficiency of government institutions or agencies in meeting their various expectations and needs. By applying empathy in every interaction, public institutions not only ensure optimal task completion, but also create a constructive and positive service experience for all individuals who depend on the service.

## CONCLUSIONS

Based on the results of research on the quality of services for making Family Cards at the Population and Civil Registration Office of Central Sulawesi Province, it was found that although several aspects of services such as reliability and empathy have been well met, there are still several challenges that hinder the achievement of optimal levels of public services. One of the main obstacles is the lack of adequate facilities and infrastructure, such as limited equipment and insufficient service space. This reduces efficiency in service delivery and creates inconvenience for people using the service. In addition, responsiveness to the needs of the community is also still not maximized, mainly due to the limited number of employees compared to the increasing number of visitors. The inability to respond quickly and appropriately to public requests or complaints leads to negative perceptions and dissatisfaction with the services provided. The assurance aspect also remains a concern as not all services can be completed on time, due to the surge in demand and other constraints in the administrative process. The lack of certainty in document completion times adds to people's frustration with the quality of services provided. Overall, despite efforts to improve some aspects of services, in-depth evaluations need to be conducted to identify and address these bottlenecks to improve the effectiveness and efficiency of public services. Systematic and targeted improvement measures are expected to result in significant positive changes in providing better services to the public.

## REFERENCES

- Arifin, Fifin., 2002, *Analisa Dimensi Kualitas Pelayanan Berdasarkan Persepsi Pelanggan di RS. Bhayangkara RS Andi Mappa Oudang, RS Stella Maris dan RS Perjan D.Wahidin Sudirohusodo, Makaassar : Patria Artha*
- Hetty (2014), *Analisis Kualitas Pelayanan Penerbitan Kartu Keluarga Dinas Kependudukan dan Pencatatan Sipil Kota Palu. Tesis tidak diterbitkan, Palu: Program Pascasarjana Universitas Tadulako Palu*
- Makmur, H.,2007, *Patologi Serta Terapinya Dalam Ilmu Administrasi dan Organisasi, Cetakan Pertama, Bandung : Rafika Aditama*
- Moenir, H.A.S, 2001, *Manajemen Pelayanan Umum di Indonesia, Jakarta : Bumi Aksara.*
- Moleong, Lexy J.,2000, *Metodologi Penelitian Kualitatif, Cet.Kedua, Bandung : PT.Remadja Rosdakarya*
- Mu'Min (2012), *Analisis Kualitas Pelayanan Surat Tanda Nomor Kendaraan (STNK) dan Pajak Kendaraan Bermotor (PKB) pada Kantor Samsat Kota Palu. Tesis tidak diterbitkan, Palu: Program Pascasarjana Universitas Tadulako Palu*
- Nawawi, Hadari.,2007, *Metode Penelitian Bidang Sosial, Cetakan Keduabelas, Yogyakarta : Gadjah Mada University Press*
- Peraturan Presiden Nomor 25 Tahun 2008, *tentang Persyaratan dan Tata Cara Pendaftaran dan Pencatatan Sipil*
- Rabuanah, Makmur, 2003, *Analisis Hubungan Antara Kualitas Pelayanan dengan Kepuasan Pasien Rawat Inap Di Rumah Sakit Umum Haji Kota Makassar, Makassar : Patria Artha*
- Rangkuti, Freddy, 2002, *Mengukur Kepuasan Pelanggan, terjemahan Jakarta: PT.Gramedia*
- Ratminto & Septi Winarsih, Atik, 2006, *Manajemen Pelayanan, Yogyakarta : Pustaka Pelajar.*
- Robbins, S. P.,2003, *Perilaku Organisasi (Organizational Behavior). Edisi ke 10, Terjemahan Benyamin Molan, 2006, Jakarta: PT Indeks.*
- Sianipar, JP.G. 2001. *Manajemen Pelayanan Masyarakat, Jakarta: LAN-RI*
- Sinambela, Lijan, Poltak,dkk,2006, *Reformasi Pelayanan Publik, Jakarta : Bumi Aksara*

- Sri Sulastri Lapajo (2014), Analisis Pelayanan E-KTP di Kecamatan Tatanga Kota Palu. Tesis tidak diterbitkan, Palu : Program Pascasarjana Universitas Tadulako Palu
- Sugiyono.,2005, Memahami Metode Penelitian Kualitatif, Cetakan Kesatu, Bandung : Alfabeta
- \_\_\_\_\_,2011, Metode Penelitian Kombinasi (Mixed Methods), Cetakan Ke-I, Bandung : Alfabeta
- Suhady, Idup, 2000, Kebijakan Pendayagunaan Aparatur Negara, Jakarta : LAN Republik Indonesia
- Surat Keputusan Menteri Negara Pemberdayaan Aparatur Negara Nomor 63/KEP/M.PAN/7/2003, tentang prinsip - prinsip Penyelenggaraan Pelayanan Publik yaitu, antara lain mengedepankan kesederhanaan, kejelasan dan kepastian waktu, akurasi, tanggung jawab, kelengkapan sarana, kemudahan akses, kedisiplinan, dan kenyamanan
- Suryabrata, Sumadi.,1990, Metodologi Penelitian, Cet.kelima, Jakarta : CV.Rajawali
- Tangkilisan, Hessel Nogi S., 2005, Manajemen Publik, Jakarta : Grasindo
- Thoha, Miftah.,2008,Perilaku Organisasi Konsep Dasar dan Aplikasinya, Edisi I, Cetakan ke 18, Jakarta : RajaGafindo Persada
- Tjiptono, Fandy & Diana, Anastasia, 2001, Total Quality Management, Yoyakarta : Andi Offset
- Undang-Undang Nomor 23 Tahun 2006, tentang Administrasi Kependudukan
- Undang-Undang Nomor 25 Tahun 2009, tentang Pelayanan Publik
- Undang-Undang Nomor 5 Tahun 2014, Tentang Aparatur Sipil Negara
- Wahyu, Arian Dorothea., 2003, Manajemen Kualitas Pendekatan Sisi Kualitatif, Jakarta, Ghalia Indonesia
- Wursanto, Ignatius.,2006, Kompetensi Sekretaris Profesional, Yogyakarta : Andi Offset
- Yamit, Zulian, 2005, Manajemen Kualitas, Yogyakarta:Ekonesia