

The Role of Service Speed in Optimizing Services to Support the Performance of the Binjai City DPRD Secretariat

Nasrullah Jamaluddin, Kiki Farida Ferine

Abstract

This study examined the effect of service speed on service optimization at the Binjai City DPRD Secretariat, Indonesia. In the context of public sector administration, service effectiveness is strongly influenced by the responsiveness and timeliness of internal administrative processes. Therefore, this research aimed to provide empirical evidence regarding the role of service speed in improving overall service optimization within the institution. A quantitative approach was employed using survey data collected from 95 employees through a saturated sampling (census) technique. The validity and reliability of the research instrument were tested using Pearson's correlation and Cronbach's Alpha, confirming that all questionnaire items were valid and reliable. Descriptive analysis indicated that both service speed and service optimization were perceived positively by respondents, as reflected in relatively high mean scores and low standard deviations. Furthermore, simple linear regression analysis and a t-test were conducted to test the proposed hypothesis. The results demonstrated a statistically significant and positive effect of service speed on service optimization (p -value = 0.000). The coefficient of determination (R^2) showed that service speed explained 39.4% of the variance in service optimization, while the remaining 60.6% was influenced by other factors not examined in this study. The findings conclude that service speed is a key determinant in optimizing administrative services at the Binjai City DPRD Secretariat. Improving responsiveness, efficiency, and timeliness in service delivery can significantly enhance institutional performance.

Keywords: Service Speed, Service Optimization, Public Sector

Nasrullah Jamaluddin¹

¹Manajemen, Universitas Pembangunan Panca Budi, Indonesia
e-mail: Nasrull.nju@gmail.com¹

Kiki Farida Ferine²

²Manajemen, Universitas Pembangunan Panca Budi, Indonesia
e-mail: kikifaridaferine@dosen.pancabudi.ac.id²

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Introduction

The Regional House of Representatives (DPRD) is a legislative institution at the regional level that plays a strategic role in carrying out legislative, budgeting, and supervisory functions. The effectiveness of these functions is highly influenced by the quality of administrative support provided by the DPRD Secretariat. As a supporting institution, the Secretariat is responsible for ensuring that all legislative processes run systematically, efficiently, and professionally. Optimal administrative services are therefore essential in creating strong organizational performance [1].

One important factor in improving service quality within the Secretariat is service speed. In today's dynamic public sector environment, organizations are required to provide fast and responsive services. Delays in document preparation, letter disposition, meeting arrangements, and administrative facilitation can slow down organizational processes and reduce overall effectiveness [2]. Therefore, service speed becomes a crucial indicator in supporting a professional legislative work system.

Service speed is not only related to the time required to complete tasks but also reflects the responsiveness of the organization in meeting internal service users' needs. When services are delivered quickly and on time, work processes can proceed smoothly without significant administrative obstacles. On the other hand, slow services may lead to work accumulation, inefficiency, and decreased organizational productivity.

To improve service quality, the concept of service optimization becomes highly relevant. Service optimization involves simplifying service procedures, utilizing information technology, improving human resource capacity, and strengthening internal coordination [3]. The main objective of optimization is to ensure that service processes operate effectively and efficiently while supporting organizational performance.

Conceptually, service speed can serve as a driving factor in achieving service optimization. Fast and responsive services help build efficient internal systems and establish better operational standards. Furthermore, optimized services are believed to strengthen working relationships and enhance coordination among organizational units [4], which in turn contributes to a more productive working environment [5].

In Binjai City DPRD Secretariat, several challenges remain, including delays in administrative processes, suboptimal interdepartmental coordination, and limited use of digital systems. These conditions indicate that improving service speed is necessary as part of a broader strategy to enhance service quality and organizational effectiveness.

Previous studies have shown that the quality of administrative services and organizational systems significantly influence public sector performance [6]. However, research specifically examining the role of service speed in promoting service optimization within legislative secretariats is still limited. This gap highlights the importance of conducting further research in this area.

Based on the above discussion, this study aims to analyze the role of service speed in optimizing services at the Binjai City DPRD Secretariat to support organizational performance. The findings are expected to contribute theoretically to the development of public service management literature and practically provide recommendations for improving the quality of legislative secretariat services at the regional level.

Literature Review

Service Speed

Service speed refers to the ability of a service unit to respond, process requests, and provide users' needs quickly, accurately, and efficiently. Service speed is not only measured by the time required to complete a task, but also by the accuracy of the process and the suitability of the results with users' expectations [7]. In the context of public administration, service speed is an important indicator reflecting the quality of bureaucracy and the effectiveness of institutional performance. It is closely related to a well-structured work system, simplified

service procedures, and the effective use of technology to support administrative processes. The more standardized the work procedures are, the lower the possibility of delays and technical obstacles [8]. Therefore, public institutions must ensure that every administrative service is completed within the timeframe determined in the Standard Operating Procedures (SOP).

Responsive and disciplined administrative personnel are essential in improving user satisfaction [9]. Within governmental institutions such as the DPRD Secretariat, service speed plays a crucial role in ensuring the smooth implementation of legislative duties. Fast administrative services enable DPRD members to obtain documents, data, and technical support in a timely manner to support legislative, supervisory, and budgeting functions. Delays in administrative services may result in postponed agendas, weak coordination, and reduced work effectiveness. Furthermore, service speed reflects organizational professionalism and governance quality [10]. Fast, accurate, and efficient services not only enhance internal productivity but also strengthen public trust in institutional performance [11]. According to Assegaf (2009) as cited in N. A. Anggraini (2020), the main indicators of service speed include employees' responsiveness in serving users, the promptness in delivering services, and smooth communication in handling complaints [12]. These indicators highlight that service speed is not merely about time efficiency, but also about responsiveness and effective interaction in service delivery.

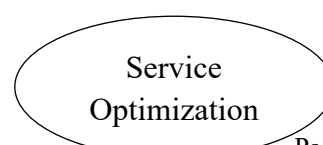
Service Optimization

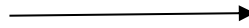
Service optimization refers to the process of improving service quality through the maximum, measurable, and sustainable use of available resources. Optimization does not merely mean correcting ineffective services, but also ensuring that all aspects of service operate at their best performance level [13]. In public administration, service optimization is a strategic effort to enhance responsiveness, efficiency, and user satisfaction. It includes simplifying procedures, accelerating service delivery time, improving information accuracy, and utilizing technology to facilitate administrative processes [14]. When procedures are simplified and made easier to understand, bureaucratic barriers can be reduced, allowing services to be delivered more quickly and accurately [15]. Furthermore, service optimization is closely related to improving the quality of human resources. Competent and disciplined employees who understand standard operating procedures are more capable of delivering high-quality services [16]. Skill development through training, supervision, and regular performance evaluation plays an essential role in optimization, as service quality is largely determined by the competence of the service providers themselves [17][18].

Optimal administrative services enable DPRD members to obtain documents, data, and administrative assistance quickly, accurately, and on time. Service optimization reflects an organizational commitment to continuously improving public service performance [19]. It aims to create services that are faster, more accurate, transparent, and aligned with users' needs [20]. The main indicators used to measure service optimization include tangible aspects, reliability, and empathy [21]. Tangible refers to the quality of facilities, infrastructure, and physical evidence that support user comfort and convenience; reliability indicates the ability of employees or service units to deliver consistent, accurate, and standard-based services; while empathy reflects the attention, care, and communicative ability of staff in understanding and addressing users' needs personally.

Conceptual Framework and Hypothesis

This study conceptualizes Service Speed as the independent variable (X) and Service Optimization as the dependent variable (Y) as shown on the following figure.





The hypothesis is:

Ha : Service speed has a positive and significant effect on service optimization at the Binjai City DPRD Secretariat.

Ho : Service speed does not have a positive and significant effect on service optimization at the Binjai City DPRD Secretariat.

Research Methodology

This study adopted a quantitative approach to examine the role of service speed in optimizing services at the Binjai City DPRD Secretariat. An explanatory research design was employed, as the primary objective was to test the proposed hypothesis and investigate the causal relationship between the independent variable (service speed) and the dependent variable (service optimization). This design was considered appropriate for identifying and measuring the magnitude of influence between variables in an organizational context.

The population of the study consisted of all 95 employees of the Binjai City DPRD Secretariat. Since the total population was manageable and accessible, a saturated sampling technique (census method) was applied, meaning that all members of the population were included as research respondents. Therefore, the sample size was equal to the total population of 95 employees, ensuring that the findings represented the overall institutional condition.

The study relied on primary data collected through a structured questionnaire distributed to all respondents. The questionnaire items were developed based on established theoretical indicators of service speed and service optimization. Responses were measured using a five-point Likert scale ranging from strongly disagree to strongly agree. In addition, secondary data were obtained from institutional documents, official reports, and relevant administrative records to complement and support the primary data.

The collected data were analyzed using quantitative statistical methods with the assistance of SPSS version 26.0. The analysis was conducted in several stages. First, a validity test was performed to assess whether each questionnaire item accurately measured the intended variable [22]. An item was considered valid if the calculated correlation coefficient (r-count) exceeded the r-table value. Second, a reliability test was conducted using Cronbach's Alpha, where a coefficient greater than 0.70 indicated that the instrument was reliable.

The regression model applied in this study is formulated as follows: $Y = a + bX$, Where:

Y = Service Optimization

X = Service Speed

a = Constant

b = Regression Coefficient

The t-test is used to determine whether service speed has a significant effect on service optimization. The hypothesis is accepted if the t-count value is greater than the t-table value or if the significance level (p-value) is less than 0.05. Additionally, the coefficient of determination (R^2) is calculated to measure the proportion of variance in service optimization explained by service speed. The R^2 value ranges from 0 to 1, with values closer to 1 indicating a stronger influence of the independent variable.

Results

Descriptive Analysis

The first step in the descriptive analysis was to examine the summary statistics of the two composite variables: Service Speed (SS) and Service Optimization (SO). Each variable was measured using three indicators, and composite scores were calculated by averaging the responses for each set of indicators. This analysis provided an overall picture of respondents' perceptions regarding service speed and service optimization at the Binjai City DPRD Secretariat.

Table 1. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Service Speed (SS)	95	3.33	5.00	4.40	0.48
Service Optimization (SO)	95	3.67	5.00	4.39	0.47

As shown in Table 1, both composite variables demonstrated highly positive results. The Service Speed variable had a mean score of 4.40, indicating that respondents generally perceived the administrative services at the Binjai City DPRD Secretariat as fast and responsive. This average score was relatively high on the five-point Likert scale, suggesting that most respondents selected “Agree” or “Strongly Agree” when evaluating service speed indicators. Similarly, the Service Optimization variable had a mean score of 4.39, which indicated that services were perceived as well-optimized in terms of reliability, tangible aspects, and empathy. The minimum and maximum values (3.33–5.00 for Service Speed and 3.67–5.00 for Service Optimization) showed that responses ranged from moderately positive to very positive, with no extreme negative evaluations.

Furthermore, the standard deviation values were relatively low (0.48 for Service Speed and 0.47 for Service Optimization). These results indicated that the responses were closely clustered around the mean, reflecting a high level of consistency and agreement among respondents. In other words, employees shared a similar and favorable perception regarding both the speed and optimization of services within the Secretariat. The descriptive findings suggested that service speed and service optimization were perceived positively and consistently by employees of the Binjai City DPRD Secretariat, providing a strong foundation for further inferential analysis.

Validity and Reliability Tests

Validity was assessed using Pearson’s correlation coefficient (r-value) by correlating each individual item score with the total composite score of its respective variable. With a sample size of N = 95 and a significance level of 5% (two-tailed), the critical r-table value was 0.202. An item was considered valid if its r-value exceeded the r-table value.

The results showed that all six questionnaire items were valid. For the Service Speed (SS) variable, the correlation coefficients were 0.848 (SS1), 0.867 (SS2), and 0.862 (SS3). For the Service Optimization (SO) variable, the correlation coefficients were 0.880 (SO1), 0.906 (SO2), and 0.893 (SO3). All r-values were substantially higher than the critical r-table value of 0.202, indicating that each item effectively measured its intended construct. Therefore, all items were declared valid and suitable for further analysis.

Reliability was evaluated using Cronbach’s Alpha to measure the internal consistency of each variable. A research instrument is generally considered reliable if its Cronbach’s Alpha value exceeds 0.60 [23].

Table 2. Reliability Results

Variable	Cronbach’s Alpha	Benchmark	Result
Service Speed (SS)	0.821	> 0.60	Reliable
Service Optimization (SO)	0.869	> 0.60	Reliable

The Service Speed variable achieved a Cronbach’s Alpha value of 0.821, while the Service Optimization variable obtained a value of 0.869. Both values were well above the 0.60 benchmark, indicating strong internal consistency. These findings confirmed that the measurement instruments were both valid and reliable. Consequently, the data were considered appropriate for further statistical analysis, including regression testing to examine the effect of service speed on service optimization.

**Regression Analysis
Simple Linear Regression**

A simple linear regression analysis was conducted to examine the effect of Service Speed (SS) on Service Optimization (SO) at the Binjai City DPRD Secretariat. The analysis used composite scores derived from the three indicators of each variable based on the questionnaire data from 95 respondents.

Table 3. Regression Results

Model	B	Std. Error	Beta	t	Sig. (p)
(Constant)	1.214	0.452	–	2.687	0.009
Service Speed (SS)	0.720	0.092	0.628	7.826	0.000

Based on the regression output, the regression equation was formulated as: $Y = 1.214 + 0.720X$. The regression coefficient (B) for Service Speed was 0.720. This indicated that for every one-point increase in the Service Speed score, Service Optimization was expected to increase by 0.720 points, assuming other factors remained constant. The significance value (p-value) of 0.000, which was lower than the 0.05 threshold, confirmed that Service Speed had a statistically significant and positive effect on Service Optimization.

The regression analysis demonstrated a strong and positive relationship between Service Speed and Service Optimization. The regression coefficient (B = 0.720, t = 7.826, p = 0.000) showed that improvements in service speed significantly enhanced service optimization within the Secretariat. Furthermore, the standardized beta coefficient (Beta = 0.628) indicated a strong effect size, meaning that Service Speed substantially contributed to improving overall service optimization. These findings supported the hypothesis that faster and more responsive administrative services played a crucial role in optimizing service delivery at the Binjai City DPRD Secretariat.

Coefficient of Determination (R²)

The coefficient of determination (R²) was calculated to measure the proportion of variance in Service Optimization (SO) that could be explained by Service Speed (SS).

Table 4. Coefficient of Determination

Model	R	R ²	Adjusted R ²
1	0.628	0.394	0.388

The analysis results showed that the R² value was 0.394. This means that 39.4% of the variance in Service Optimization could be explained by Service Speed. The remaining 60.6% of the variance was influenced by other factors not included in this research model, such as service procedures, administrative coordination, leadership support, technological infrastructure, or other organizational aspects within the Secretariat.

The correlation coefficient (R = 0.628) indicated a strong relationship between Service Speed and Service Optimization. This finding was consistent with the statistically significant regression results, confirming that Service Speed had a substantial and meaningful contribution to improving service optimization at the Binjai City DPRD Secretariat. Although Service Speed played an important role, service optimization was also shaped by other complementary organizational factors beyond the scope of this study.

Hypothesis Testing (t-Test)

Hypothesis testing was conducted using a t-test to determine whether the independent variable, Service Speed (SS), had a positive and significant effect on the dependent variable, Service Optimization (SO).

Table 5. t- Test Result

Model	B	Std. Error	Beta	t
(Constant)	1.214	0.452	–	2.687
Service Speed (SS)	0.720	0.092	0.628	7.826

The calculated t-value ($t_{\text{calculated}}$) for the Service Speed variable was 7.826. This value was compared with the critical t-value (t_{table}) based on the degrees of freedom (df), calculated as $N - k - 1$, where $N = 95$ and $k = 1$. Therefore, $df = 95 - 1 - 1 = 93$.

At a significance level of $\alpha = 0.05$ (one-tailed), the critical t-value was approximately 1.661. Since the calculated t-value (7.826) was greater than the critical t-value (1.661), the null hypothesis (H_0) was rejected and the alternative hypothesis (H_a) was accepted. Furthermore, the significance value (p-value) for the Service Speed variable was 0.000. Since the p-value (0.000) was lower than the significance level α (0.05), the null hypothesis (H_0) was rejected.

Based on the t-test results, it can be concluded that Service Speed had a positive and significant influence on Service Optimization at the Binjai City DPRD Secretariat. This finding indicated that faster and more responsive service processes significantly contributed to improving overall service optimization. Therefore, enhancing service speed was proven to be a key determinant in strengthening administrative service performance within the institution.

Conclusion

Based on the comprehensive analysis of the research data, this study successfully achieved its primary objective, which was to examine the effect of service speed on service optimization at the Binjai City DPRD Secretariat. The findings of this research lead to several important conclusions.

First, the descriptive analysis indicated that respondents generally had positive perceptions of both service speed and service optimization. The relatively high mean scores and low standard deviations demonstrated that employees consistently perceived service processes as responsive and that service implementation had been optimized effectively. This finding reflects a favorable organizational condition in terms of administrative performance within the Secretariat. Second, the results of the validity and reliability tests confirmed that the research instrument was appropriate and dependable for measuring the studied variables. All questionnaire items were proven valid, as their correlation coefficients exceeded the critical r-table value. In addition, the Cronbach's Alpha values for both Service Speed and Service Optimization were well above the acceptable threshold, indicating strong internal consistency. This ensured that the collected data were accurate and trustworthy for further statistical analysis. Third, and most importantly, the inferential statistical analysis provided empirical evidence that service speed had a positive and statistically significant influence on service optimization. The regression results demonstrated a strong positive relationship between the two variables, as indicated by a significant t-value and a p-value below 0.05. The regression coefficient showed that improvements in service speed were associated with meaningful increases in service optimization. Furthermore, the coefficient of determination (R^2) revealed that service speed explained 39.4% of the variance in service optimization. Although other factors outside this research model also contributed to service optimization, this percentage indicated a substantial and meaningful effect.

In conclusion, this study confirms that service speed is not merely an operational aspect of administrative processes but a strategic factor that significantly contributes to optimizing services at the Binjai City DPRD Secretariat. Enhancing responsiveness, timeliness, and efficiency in service delivery can directly improve overall service performance. The findings provide valuable theoretical contributions to public sector management studies and offer practical implications for institutional leaders to prioritize service speed improvements as part of broader efforts to strengthen organizational effectiveness.

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