




The influence of sim service quality, visitor facilities and police performance on sim service user satisfaction at the Serang Regency Police

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received Dec 30, 2025 Revised Jan 10, 2026 Accepted Jan 24, 2026</p>	<p>This study looks at how service quality and visitor facilities affect police performance and user satisfaction among staff at the Serang Regency Police Resort (Polres). It examines both individual and combined effects. The population included all 97 people at the Polres, and they were selected using a saturated sampling method. For hypothesis 1, the results showed that the calculated t-value (7.117) was higher than the critical t-value (1.985), with a significance level of 0.00, which is less than 0.05. This means service quality has a significant impact on the performance of the Indonesian National Police. For hypothesis 2, the t-value (6.120) was also higher than the critical t-value (1.985), with a significance level of 0.00, indicating that visitor facilities significantly affect police performance. Hypothesis 3 showed a t-value of 2.534, which is above 1.985, with a significance level of 0.01, meaning police performance significantly influences user satisfaction. Finally, hypothesis 4 had an F-value of 29.942, which is greater than the critical F-value of 3.093, with a significance level of 0.00, showing that both service quality and visitor facilities together have a significant effect on police performance at the Serang Regency Police Resort (Polres).</p>
<p>Keywords:</p> <p>Police Performance; Service Quality; Service User Satisfaction; Visitor Facilities</p>	<p><i>This is an open access article under the CC BY-NC license.</i></p> 

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INTRODUCTION

Human resources (HR) are the primary foundation of an organization's sustainability, as all activities and goal achievement are highly dependent on the quality of the individual performance involved. In the context of public services, increasingly complex and rapid societal demands, along with advances in information technology, drive government organizations to continuously improve their performance and service quality. Employee performance is a key prerequisite for achieving effective, responsive, and community-oriented public services (Wahyudi et al., 2022).

Employee performance refers to the work achievements an individual attains in carrying out their duties and responsibilities, both in terms of quality and quantity (Mangkunegara, 2020). Performance achievement not only reflects employee capabilities but also serves as the basis for career development and awards, and serves as a driving force for work motivation (Saluy & Treshia, 2018). Therefore, improving employee performance is a strategic agenda for public organizations in addressing the dynamics of public service.

One of the main factors influencing the performance of public service organizations is service quality. Service quality is a benchmark for an agency's success in meeting public expectations. A service is considered high-quality if it delivers results that meet or exceed user expectations (Indrasari, 2019). In the context of the Indonesian National Police (Polri), public service quality plays a strategic role because it directly shapes public perception and trust in the police institution.

Driver's License (SIM) issuance and renewal services are a public service indicator of the performance of the Indonesian National Police (Polri). A driver's license (SIM) is a mandatory document for motorized vehicle drivers and plays a crucial role in maintaining traffic order. Research at the Serang Regency Police Department shows improvements in service facilities, such as the implementation of an automated queuing system and the provision of more comfortable waiting rooms. However, issues related to service efficiency and administrative transparency remain obstacles that influence public perception of the quality of SIM services (Erol & Meirinawati, 2025).

In addition to service quality, visitor facilities also play a crucial role in supporting user comfort, convenience, and safety. Facilities such as waiting rooms, parking lots, restrooms, and other supporting facilities are part of the tangible dimension that influences public perceptions of public service quality. In today's era of information transparency, the quality of service facilities is a key indicator of government officials' performance. However, public criticism persists of officials who do not fully understand their role as public servants (Rasyid, 2021).

User satisfaction is the public's evaluative response after receiving a service, formed through a comparison between expectations and perceived service performance (Kotler, 2019; Yulita, 2019). Satisfaction is determined not only by the service outcome but also by the service process, staff attitude, speed of response, and ease of access. User dissatisfaction, such as long queues, service delays, limited facilities, and a lack of transparent information, has the potential to undermine public trust and the institution's image, especially amidst the widespread dissemination of user experiences through social media.

Public dissatisfaction persists in the Serang Regency Police Department's driver's license (SIM) service, particularly with the mobile SIM service. Issues include limited service personnel, substandard turnaround times, disruptions to SIM printing machines, and a lack of information regarding service hours. These conditions result in suboptimal service and impact user experience and satisfaction. Meanwhile, the Indonesian National Police (Polri), through the Traffic Corps, has developed digital innovations in the form of a nationally integrated Precision National SIM (SIM Presisi) system, such as the SINAR application, which can speed up the service process by up to 30 minutes in some areas. However, the implementation of these innovations has not been fully distributed and optimized across all regions. The main field indicators highlighting the primary problems with SIM services include long queues, unclear or non-transparent service fees, unpredictable service times, frequent malfunctions of SIM printing machines, and insufficient information regarding service hours. These issues have been observed particularly in mobile SIM service units and in areas where the newly implemented SIM Presisi system has not yet been fully optimized. Such deficiencies negatively impact public satisfaction and, in turn, erode trust in the Indonesian National Police as a service institution. User complaints, delays, and lack of clarity regarding procedural requirements contribute to perceptions of inefficiency and unreliability,

which can undermine the institution's public image despite ongoing efforts to improve service facilities and digital innovations.

Previous research has shown that service quality has a positive effect on public satisfaction (Prasetyo and Wibowo, 2021) and that efficient SIM services can improve the image of the Indonesian National Police in the public eye (Siregar & Wulandari, 2023). Other research also confirms that work facilities have a positive relationship with police officer performance Sari & Wibowo (2021); Kusumawati & Prasetyo (2023)). However, several studies have shown that the influence of facilities on performance can be weak if not supported by internal factors such as motivation and job satisfaction Putra & Dewi (2022); Nguyen et al. (2024). Thus, there is still a research gap regarding the empirical relationship between SIM service quality and visitor facilities on the institutional performance of the Indonesian National Police and service user satisfaction within a single research framework, especially at the resort police level.

The novelty of this study lies in its integrative approach, which simultaneously examines the effects of SIM service quality and visitor facilities on both police performance and user satisfaction within a single analytical framework. Unlike previous studies that have focused primarily on isolated variables, such as service efficiency or facility availability, this research combines multiple explanatory factors to provide a more comprehensive understanding of public service outcomes. Moreover, this study situates its analysis in the context of the Serang Regency Police, offering insights specific to the operational realities of a regional police institution, including mobile SIM services and the implementation of the Precision National SIM (SIM Presisi) digital system. By integrating institutional performance and user satisfaction into a single model, this research provides theoretical and practical contributions beyond mere replication of previous location-based studies. Based on the above description, this study aims to analyze the influence of SIM service quality and visitor facilities on the performance of the Indonesian National Police (Polri) and user satisfaction at the Serang Regency Police. This research is expected to provide theoretical contributions to the development of public service management studies and provide practical recommendations for improving the quality of service and performance of the police institution.

RESEARCH METHOD

This research takes a numerical approach to look at how the quality of services and visitor amenities affect the job performance of the Indonesian National Police (Polri) and the satisfaction of users. The research took place at the Serang Regency Police Resort (Polres) in Banten Province, between June and August 2025. The group being studied included 97 police officers from Serang Regency. The method for selecting participants was saturated sampling, meaning every person in the group was asked to take part in the study. Although the research respondents were 97 police personnel, measuring user satisfaction was methodologically necessary because these personnel directly interact with and manage SIM services, allowing them to provide valid assessments of service quality and user experiences. The satisfaction data were obtained from structured questionnaires completed by police staff, complemented by secondary sources such as official service reports, performance records, and documentation of user feedback to ensure accuracy and triangulation.

Data was gathered through both library research and field research. The information from the field was collected by handing out structured questionnaires with a scale of five points directly to the respondents. This process was also supported by observations made in person. The data that was gathered was examined using multiple linear regression analysis. Before testing the hypotheses, checks were done to ensure that the tools used were valid and reliable. Additionally, normality, multicollinearity, and heteroscedasticity tests were performed as part of the classical assumptions. Hypothesis testing was done using partial tests (t-test) and simultaneous tests (F-test), as well as looking at the coefficient of determination (R^2) to see how well the independent

variables could explain the dependent variable. The entire analysis of the data was aided by statistical software.

RESULTS AND DISCUSSIONS

Results

Respondent Characteristics

Table 1. Respondent Characteristics

Parameter	Category	Frequency	Percentage (%)
Gender	Male	61	62.89
	Female	36	37.11
Age (years)	21-30	20	20.62
	31-39	47	48.45
	> 40	30	30.93
Education Level	Senior High School (SMA)	30	30.93
	Diploma (D3)	20	20.62
	Bachelor (S1)	47	48.45
Total		97	100

Source: SPSS Output, 2025

The respondents of this study consisted of 97 personnel of the Police Resort (Polres) of Serang Regency. Based on gender, the respondents were predominantly male, totaling 61 individuals (62.89%), while female respondents amounted to 36 individuals (37.11%). This composition reflects the general structure of police personnel, which is still largely dominated by male officers. In terms of age distribution, most respondents were within the productive age group of 31-39 years, accounting for 47 respondents (48.45%). This was followed by respondents aged over 40 years, totaling 30 individuals (30.93%), and those aged 21-30 years, with 20 respondents (20.62%). The age profile indicates that the majority of respondents were experienced personnel who actively contribute to operational and public service functions.

Regarding educational background, nearly half of the respondents held a bachelor's degree (S1), totaling 47 individuals (48.45%). Respondents with senior high school education (SMA/equivalent) accounted for 30 individuals (30.93%), while those with a diploma degree (D3) numbered 20 individuals (20.62%). Overall, the respondent characteristics indicate that the sample was dominated by personnel of productive age with relatively high educational qualifications, making it representative for analyzing service quality, facilities, police performance, and user satisfaction at Polres Serang Regency.

Validity and Reliability Test

To determine the research instrument's validity and reliability in assessing service quality, visitor facilities, National Police performance, and user satisfaction, validity and reliability tests were performed. Using the Pearson Product Moment correlation, validity testing was performed at a 5% significance level on 97 participants. The r value utilized in the table was 0.195. The test results revealed that, for every variable, the computed r value for each statement item exceeded the table r , leading to the conclusion that all items were valid and appropriate for future study.

Table 2. Validity Test Results

Variable	Number of Items	Range of r-count	r-table	Result
Service Quality (X_1)	10	0.422 - 0.679	0.195	Valid
Visitor Facilities (X_2)	14	0.228 - 0.559	0.195	Valid
Police Performance (Y_1)	10	0.225 - 0.540	0.195	Valid
User Satisfaction (Y_2)	12	0.539 - 0.539	0.195	Valid

Source: SPSS Output, 2025

Next, a test for reliability was carried out using Cronbach's Alpha to check how consistent the research tool is. The results showed that all the different parts scored over 0.60 on Cronbach's Alpha, which means they are quite reliable. Therefore, all the tools were considered trustworthy and could be used to examine connections between the different variables in the research model.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Threshold	Result
Service Quality (X_1)	0.691	> 0.60	Reliable
Visitor Facilities (X_2)	0.714	> 0.60	Reliable
Police Performance (Y_1)	0.720	> 0.60	Reliable
User Satisfaction (Y_2)	0.710	> 0.60	Reliable

Source: SPSS Output, 2025

Regression Analysis

Multiple linear regression analysis was conducted to examine the effect of service quality and visitor facilities on police performance. Data processing was performed using SPSS version 25 and yielded the regression coefficients presented in Table 4.

Table 4. Regression Results

Variable	B	Std. Error	Beta	t-value	Sig.
Constant	7,361	3,693	-	3,337	0.027
Service Quality (X_1)	0.897	0.087	0.673	7,117	0.000
Visitor Facilities (X_2)	0.776	0.080	0.333	6,120	0.001

Source: SPSS Output, 2025

The Indonesian National Police (Polri)'s performance, according to a multiple linear regression analysis, is positively and significantly impacted by the caliber of visitor services and facilities. A consistent value of 7.361 shows that the standard of Polri performance remains favorable even when the quality of visitor services and facilities is kept constant. The service quality regression coefficient of 0.897 with a significance value of 0.000 suggests that if all other factors are held constant, a one-unit increase in service quality will result in a 0.897-unit improvement in Polri performance. According to this discovery, reliability, responsiveness, assurance, empathy, and physical evidence are important service related factors that contribute to better police performance.

Additionally, with a regression coefficient of 0.776 and a significance value of 0.001, visitor amenities were also shown to have a favorable and significant impact on Polri performance. This suggests that improving the quality of service facilities, such as waiting room comfort, the availability of supporting facilities, and service accessibility, can greatly improve Polri performance.

Based on the standardized beta coefficient value, service quality is the variable with the most dominant influence on Polri performance ($\beta = 0.673$), followed by visitor facilities ($\beta = 0.333$). Overall, these regression results demonstrate that service quality and visitor facilities simultaneously play a significant role in improving Polri performance, so strengthening both aspects needs to be a priority in efforts to improve the quality of police services.

Improvements in digital services, including the implementation of the integrated SIM Presisi system and the SINAR application, provided measurable enhancements in service efficiency, queuing, and administrative accuracy. These improvements are reflected in the regression analysis, where service quality had the most dominant effect on police performance ($\beta = 0.673$, $p = 0.000$), indicating that upgrades in digital systems contributed significantly to the perception of improved service quality during the research period.

Coefficient of Determination and Hypothesis Testing

In regression analysis, the model's ability to explain variations in the dependent variable can be seen through the Adjusted R Square value, which shows the proportion of variations in service user satisfaction that can be explained by service quality, visitor facilities, and Polri performance.

Table 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error
1	0.695	0.483	0.467	1,672

Source: SPSS Output, 2025

According to the analysis, the Adjusted R Square value is 0.467, indicating that service quality, visitor amenities, and the performance of the Indonesian National Police may account for 46.7% of the variation in user satisfaction. On the other hand, external variables such as individual community perceptions, service expectations, past experiences, and other situational circumstances account for 53.3% of the variance in user satisfaction. This figure suggests that the regression model has a reasonable degree of explanatory power. The t-test and F-test were used at a significance level of 5% ($\alpha = 0.05$) to do hypothesis testing in order to assess the impact of independent factors on dependent variables, both partially and simultaneously.

Table 6. Hypothesis Testing

Test	Variable Relationship	t / F Value	Sig.	Result
t-test	Service Quality (X_1) → Police Performance (Y_1)	7,117	0.000	Significant
t-test	Visitor Facilities (X_2) → Police Performance (Y_1)	6,120	0.001	Significant
t-test	Police Performance (Y_1) → User Satisfaction (Y_2)	2,534	0.014	Significant
F-test	$X_1, X_2 \rightarrow Y_1$	29,942	0.000	Significant

Source: SPSS Output, 2025

The t-test results indicate that service quality and visitor facilities each have a positive and significant effect on Polri performance ($p < 0.05$). Furthermore, Polri performance also significantly influences service user satisfaction. Meanwhile, the F-test results indicate that service quality and visitor facilities simultaneously significantly influence Polri performance. Thus, all research hypotheses, both partially and simultaneously, are accepted.

In addition to p-values, practical effect measures include the standardized beta coefficients and the Adjusted R². Service quality (X_1) had a standardized beta of 0.673, and visitor facilities (X_2) had a beta of 0.333, showing the relative magnitude of their impact on police performance (Y_1). The Adjusted R² of 0.467 indicates that service quality, visitor facilities, and Polri performance collectively explain 46.7% of the variation in user satisfaction (Y_2), reflecting the practical strength of the model beyond statistical significance.

Discussion

a. Effect of Service Quality on Police Performance

With a significance value of 0.000 (< 0.05) and a t-value of 7.117, the study's findings show that service quality has a positive and significant impact on the performance of the Indonesian National Police (Polri). According to this conclusion, enhancing service quality has a direct impact on the performance of the Serang Regency Police. Police officers are motivated by high-quality service to deliver services to the public in a more efficient and professional manner.

The dimensions of service quality, including tangibles, reliability, responsiveness, assurance, and empathy, play a crucial role in shaping public perceptions of police performance. In the context of the Serang Regency Police, service quality is reflected in the timeliness of service, clarity of procedures, friendliness of officers, and the speed and accuracy in responding to public needs. When services are provided optimally and in accordance with public expectations, public

trust and loyalty to the police institution will increase. The results of this study align with findings Kurniawan (2023) that indicate that service quality significantly influences performance.

b. Effect of Visitor Facilities on Police Performance

The test results show that visitor facilities have a positive and significant effect on the performance of the Indonesian National Police, with a significance value of 0.001 (<0.05) and a t-value of 6.120. This finding indicates that the quality of facilities provided by the Serang Regency Police plays an important role in supporting the performance of the police force. Adequate visitor facilities, such as comfortable waiting rooms, parking, a clean environment, the availability of information, and easy access to services, can create a positive experience for the public. Good facilities not only enhance user comfort but also reflect the institution's commitment to providing professional and humane public services. Therefore, providing and maintaining quality service facilities is a crucial strategy for improving the performance of the Indonesian National Police (Polri). This finding is consistent with research Anggraeni & Putra (2023) that Hidayat & Nurmalitasari (2022) states that service facilities significantly influence performance.

c. Effect of Police Performance on User Satisfaction

With a t-value of 2.534 and a significance value of 0.014 (less than 0.05), the study's findings show that the performance of the Indonesian National Police (Polri) has a favorable and considerable impact on user satisfaction. According to this discovery, the more effectively Polri members carry out their duties, the more pleased the public is as consumers of police services.

In this study, the performance of the Indonesian National Police (Polri) is reflected in its ability to carry out tasks according to operational standards, speed and accuracy of service, professionalism, and officer discipline. When this performance is consistently demonstrated, the public feels valued and optimally served, thus increasing satisfaction levels. This finding reinforces previous research that stated that public apparatus performance is closely related to public satisfaction. This research finding aligns with Hidayat & Lestari (2021) research Nugroho & Sari (2024) that found a significant influence of performance on service user satisfaction.

d. Simultaneous Effect of Service Quality and Visitor Facilities on Police Performance

As evidenced by the computed F value of 29.942, which has a significance of 0.000 (less than 0.05), the simultaneous test's results reveal that the overall quality of service and visitor facilities have a beneficial and substantial impact on the Indonesian National Police (Polri)'s performance. This result validates that the Indonesian National Police's performance is not dependent on a single element, but rather is the product of a combination of the caliber of service offered by the officers and the availability of appropriate service infrastructure.

Fast, transparent, fair, and responsive service quality, combined with comfortable and supportive facilities, can create a positive service experience for the public. This not only increases public satisfaction but also strengthens the police institution's image as a professional and trustworthy provider of public services. The results of this study align with findings Nugroho & Sari (2024) that simultaneously indicate that service quality and visitor facilities significantly influence performance.

CONCLUSION

This study concludes that the quality of services and visitor facilities significantly influence the performance of the Indonesian National Police (Polri) at the Serang Regency Police. Service quality demonstrated through professionalism, speed, friendliness, and clarity of information has been proven to improve the performance of police personnel. Furthermore, adequate visitor facilities play a crucial role in supporting service effectiveness and shaping positive public perceptions of

the institution's performance. The results also show that Polri performance significantly influences the satisfaction of SIM service users, confirming that service performance is a key factor in shaping the public's experience and assessment of public services. Simultaneously, the quality of services and visitor facilities significantly contribute to improving Polri performance. These findings suggest that efforts to improve service quality will be more optimal if supported by adequate service facilities, both physical and digital. Quality service supported by good facilities not only increases service user satisfaction but also has the potential to strengthen public trust in the Polri institution, especially at the resort police level. Based on the regression results, service quality is the most dominant factor influencing police performance, followed by visitor facilities. Therefore, operational improvements should prioritize enhancing service quality first, focusing on aspects such as staff professionalism, response speed, friendliness, and clarity of information provided to service users. Simultaneously, attention should be given to upgrading visitor facilities, particularly waiting room comfort, accessibility, and availability of supporting infrastructure, as these factors further support service effectiveness and public satisfaction. By addressing these priorities in a systematic manner, the Police Department can maximize performance improvements and strengthen public trust.

However, this study has limitations because it focused only on the variables of service quality and visitor facilities and was conducted within the Serang Regency Police Department over a specific time period. Therefore, the results cannot be fully generalized. Future research is recommended to expand the scope, add other relevant variables, and use a more diverse methodological approach to gain a more comprehensive understanding of the factors influencing police performance and user satisfaction. This study has several important limitations. First, it was conducted exclusively at the Serang Regency Police, with respondents limited to internal police personnel, which restricts the generalizability of the findings to other police units or regions. Second, focusing only on internal respondents may not fully capture the perspectives of service users, potentially overlooking user-specific experiences and satisfaction drivers. To address these limitations, future research should consider a multi-site design involving several police departments, incorporate surveys of service users, and adopt mixed-method approaches that combine quantitative and qualitative data. Such designs would provide a more comprehensive understanding of the factors influencing police performance and public satisfaction.

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