



ANALYSIS OF SERVICE QUALITY OF BUILDING PERMIT (IMB) FOR SERVICE USERS (Case Study at the Semarang City Spatial Planning Office)

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Info Artikel :

Diterima : 3 Oktober 2021

Disetujui : 7 Oktober 2021

Dipublikasikan : 25 November 2021

ABSTRAK

Kualitas pelayanan IMB harus memenuhi aspek tangibles, reliability, responsiveness, assurance (jaminan), dan empati. Tujuan dari penelitian ini adalah untuk mendeskripsikan dan menganalisis kualitas pelayanan kepada pengguna jasa perizinan IMB (studi kasus pada Dinas Tata Ruang Kota Semarang). Jenis penelitian ini adalah kualitatif dengan fokus penelitian pada kualitas pelayanan IMB yang meliputi aspek keandalan, daya tanggap, jaminan, empati, dan berwujud. Informan penelitian ditentukan berdasarkan teknik purposive (pengambilan sampel dengan prinsip bola salju). Teknik pengumpulan data melalui wawancara mendalam, observasi dan dokumentasi. Analisis data dilakukan secara kualitatif dengan model model interaktif melalui tahapan pengumpulan data, penyajian data, reduksi data dan penarikan kesimpulan. Kesimpulan penelitian: Analisis kualitas pelayanan perizinan IMB kepada pengguna jasa di Dinas Tata Ruang Kota Semarang sudah sesuai dengan ketentuan yang berlaku. Keterlambatan pengurusan izin IMB bukan karena kelalaian petugas pelayanan tetapi karena kelalaian pemohon IMB dalam memenuhi persyaratan IMB. Rekomendasi: Diperlukan langkah-langkah inovatif untuk mengintensifkan informasi penting dan persyaratan IMB kepada pengguna layanan melalui berbagai media hingga tingkat kecamatan, desa..

Kata Kunci :

**Kualitas,
Layanan,
IMB,
Pengguna
Layanan**

ABSTRACT

Keywords :

**Quality,
Service,
IMB, Service
users**

IMB service quality must meet the aspects of tangibles, reliability, responsiveness, assurance (guarantee), and empathy. The purpose of this study was to describe and analyze the quality of service to IMB permit service users (a case study on the Semarang City Spatial Planning Service). This type of research was qualitative with a research focus on IMB service quality covering aspects of reliability, responsiveness, assurance, empathy, and tangibles. Research informants were determined based on purposive techniques (sampling aimed at

the principle snowball). Data collection techniques were through in-depth interviews, observation and documentation. Data analysis was carried out qualitatively with a model interactive model through the stages of data collection, display data, data reduction and conclusion drawing. Research conclusions: Analysis the quality of service for IMB permits to service users at the Semarang City Spatial Planning Service was in accordance with applicable regulations. The delay in obtaining IMB permits was not due to the negligence of service personnel but due to the negligence of the IMB applicant in fulfilling the IMB requirements. Recommendations: Innovative steps are needed to intensify important information and IMB requirements to service users through various media up to the sub-district level, village.

BACKGROUND

The implementation of government services to the community (public) is always interesting to study, especially when services are in the public spotlight due to various problems in services ranging from making ID cards, Capil deeds, permits, land certificates, providing public and social facilities and infrastructure. Many people thought that the behavior of the apparatus in providing services tended to show less friendly, rigid, less transparent, not on time, asking to be served, relatively expensive costs, discriminatory between the rich and the general public (Ismail Nurdin, 2019).

The tendency of the low quality of services provided by the bureaucracy in Indonesia occurs in all government organizations or bureaucracies both at the central and local government levels, including regional government bureaucratic organizations, city governments and district, sub-district and village/village governments. Building Permit (IMB) as a form of space utilization permit in the region and is intended to optimize the arrangement, supervision and control of building construction activities carried out by the community, in line with life that is increasingly developing and advanced. (Hendry Andry. 2017) Construction permit services Building (IMB) is one of the tasks and functions of the Semarang City Spatial Planning Service with its vision to realize an Integrated, Controlled and Dynamic Semarang City Spatial Planning Towards a Trade and Service-based Metropolitan City. In this case, the Semarang City Spatial Planning Service grants a Building Permit (IMB) to regulate, supervise and control every activity to build, repair and remodel/remove regional buildings.

Building Permit (IMB) is one type of service that often causes problems with the construction process and buildings that have been used but are not licensed. Having an IMB is very important and urgent, because buildings that do not have an IMB are considered illegal buildings. The local government has the right to stop the development process that does not have an IMB (Hardiansyah. 2012. The case of IMB in Semarang City is the incompatibility of the IMB with the building.

On July 21, 2019, the Spatial Planning Service together with the Semarang City Satpol PP demolished a luxury house which was still in the construction stage. The construction on Jalan Kawi No. 14. The building of the house was suspected to be inconsistent with the data contained in the Building Permit (IMB). The owner of the luxury house had applied for an IMB in an orderly manner, but in the construction process it was not in accordance with the IMB issued by the City Government. (<https://jateng.tribunnews.com/2019/06/21>)

The case of the building without an IMB above shows that there is a reluctance on the part of the owner to apply for an IMB permit related to the quality of service in managing the IMB permit. is still low, which is indicated by there are indicators that are not met as such

- a. Location of services that are not strategic and difficult to reach;
- b. IMB application services do not yet have a fixed standard;
- c. IBM Application service has not been on time from the promised time;
- d. The amount of the retribution rate does not match the reality; and
- e. The IMB service is still discriminatory, that is, there is different treatment between certain people, as local officials, legislators, the Chinese rich, entrepreneurs, developers, and the air-other money in the maintenance of IMB precedence and faster completion. (Hardiansyah. 2012)

IMB permit services, sometimes, took a long time, exceeding the standard time set, because applicants who came, generally, brought incomplete application documents. In addition, the number of officers was not proportional to the number of applicants, which increased from time to time” (Interview, May 4, 2021).

“The completion of the IMB permit service that I took care of was more than the estimated time it should have been, because the submitted documents were incomplete and it seemed that there were not many officers so the queue was long when taking care of it (IMB)” (Interview, 4 May 2021).

The quality of service becomes a benchmark for the performance of the apparatus, by comparing the extent to which the services provided are acceptable and whether the services meet the expectations of the community. These two factors are the basis for assessing the quality of services provided by the apparatus.

The problem, in this research, was the analysis of Quality Services Building Permit (IMB) for Service Users (Case Study on the Department of Spatial Planning Semarang).

LITERATURE REVIEW

Concepts Public Service

Public services are all forms of service, both in the form of public goods and public services which in principle are the responsibility and are carried out by Government Agencies at the center, in the regions, and within the State-Owned Enterprises or Regional-Owned Enterprises. Public service was an effort to meet the needs of the community as well as in the context of implementing the provisions of the legislation (Taufiqurrahman and Evi Satisfi, 2018).

According to the Decree of the Minister for Empowerment of State Apparatus Number 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services, public services were defined as: All service activities carried out by public service providers as an effort to fulfill the needs of service recipients as well as the implementation of the provisions of laws and regulations. The essence of public service in this case was excellent service to the community which is the embodiment of the obligations of the state apparatus as public servants. Law Number 25 of 2009 concerning Public Services defined public service as an activity or series of activities in the context of fulfilling service needs in accordance with laws and regulations for every

citizen and resident of goods, services and or administrative services provided by public service providers.

The purpose of public service was to provide the best service for the public or society. The best service was the service that fulfills what was promised or what the community wants and needs. The best service must have implications for public satisfaction with the services received. The Public services required good governance principles such as those in Government Regulation Number 101 of 2000 consisting of

- a. implementation of professionalism, the ability of service providers to provide easy, fast, precise, and effective services.
- b. Accountability, making decisions that concern the public interest.
- c. Transparency, trust between government and society through the provision of information.
- d. Excellent public service which includes procedures, clarity of tariffs, certainty of time, ease of access.
- e. Democracy and Participation, encouraging the public to exercise their right to express opinions.
- f. Efficiency and Effectiveness, ensuring the implementation of services to the community with available resources in an optimal and responsible manner.
- g. The rule of law enforcement that is fair to all, upholding human rights and paying attention to the values that live in society.

Quality of Public Service

Service was any action or activity that was offered by one party to another, which is essentially intangible and does not result in ownership. Another concept of service was a set of activity attributes offered to other parties that are intangible and do not result in ownership, including benefits (functional usability), social and psychological (Zuhri, Mokhammad, 2018). Quality was a dynamic condition that affected products, services, people, processes and the environment that meet or exceed expectations. This understanding emphasized that quality is not only about products and services, but also involves human quality, process quality and environmental quality. In the other words, service quality was a measure of how well the level of service provided is in accordance with customer expectations. This meant that service quality was applied for meeting customer needs and desires, and the accuracy of delivery to balance customer expectations.

Service quality was the totality of forms of characteristics of goods or services that showed their ability to satisfy customer needs, both obvious and hidden. Product service quality may be measured by looking at how far the effectiveness of the service could close the gap between expectations and the product services provided.

Indicators of Public Service Quality

To measure service quality according to Parasuraman, Zeithaml, and Berry, there are five dimensions, namely: (Rahman Mulyawan. 2016)

- a. *Tangibles*, or physical evidence, namely the ability of a company to show its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the state of the surrounding environment were tangible evidence of the services provided by the service provider. This included physical facilities (buildings, warehouses, etc.), technology (equipment and

- equipment used), and the appearance of employees. In short, it was interpreted as the appearance of physical facilities, equipment, personnel, and communication materials.
- b. *Reliability*, or *reliability* of the ability of companies to provide services, as promised, included being accurate and reliable in order to meet customer expectations such as timely performance, error-free service, sympathetic attitude and with high accuracy. In short, it was interpreted as the ability to provide the promised service accurately, on time, and reliably.
 - c. *Responsiveness*, as a willingness to help and provide fastly (responsive) and appropriately service to customers, with clear information delivery. *Letting* customers wait for no apparent reason caused a negative perception of service quality. In short, it was interpreted as a willingness to help customers by providing good and fast service.
 - d. *Assurance*, or assurance and certainty, namely the knowledge, courtesy, and ability of company employees to *foster* customer trust in the company. Assurance and certainty consisted of components: communication, credibility, security, competence, and courtesy. In short, it was interpreted as knowledge and friendliness of personnel and the ability of personnel to be trusted and trusted.
 - e. *Empathy*, it was giving sincere and individual or personal attention given to customers by trying to understand consumer desires. A company is *expected* to have an understanding and knowledge of customers, understanding specific customer needs, and have a comfortable operating time for customers. In short, it was interpreted as an effort to know and understand customer needs individually.

OVERVIEW OF IMB SERVICES

IMB Permit Services

Regulation of the Minister of Public Works and Public Housing of the Republic of Indonesia Number 2 of 2020 concerning the Second Amendment to the Regulation of the Minister of Public Works and Public Housing Number 05/PRT/M/2016 concerning Permits to Building Construction that: Permits to Construct Buildings hereinafter abbreviated as IMB is a permit granted by the regional government except for buildings with special functions by the Government to building owners to build new, modify, expand, reduce, and/or maintain buildings in accordance with applicable administrative and technical requirements.

Building Permit (IMB) is a permit granted to regulate, supervise and control every activity to build, repair and remodel/destroy regional buildings. The legal basis for the IMB permit service in Semarang City includes <https://distaru.semarangkota.go.id/v2/imb>

- a. Regional Regulation of the Dati II Semarang Municipality Number 17 of 1998 concerning Retribution for Building Permits;
- b. Semarang City Regulation No. 12 of 2000 concerning Buildings.
- c. Decree of the Mayor of Semarang City Number 640/488 dated 16 October, 2000 concerning Procedures for Granting and Paying Installments, Reductions, Reductions and Exemption of Retribution for Disruption Permits and Building Permits.

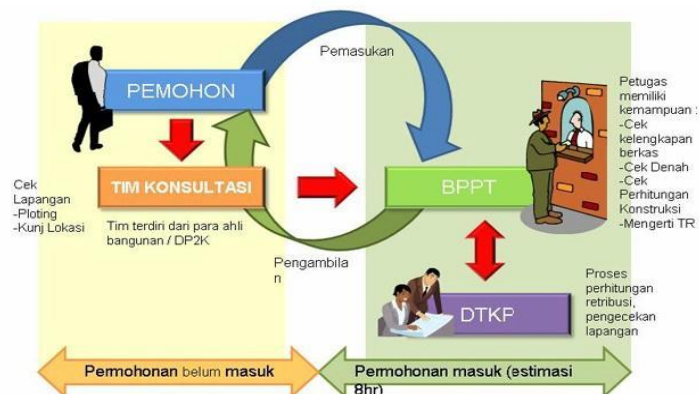
- d. Decree of the Mayor of Semarang No. 640/41 dated 8 February, 2003 concerning the Extension of Implementation of the Decree of the Mayor of Semarang No. 640/489 of 2000 concerning Bleaching of Building Permits;
- e. Decree of the Mayor of Semarang No. 640/408 dated 5 November, 2001 concerning the Unit Price of Each Square Meter.

IMB Permit Application Requirements

An application for an IMB permit in the City of Semarang requires the following requirements (<https://distaru.semarangkota.go.id/v2/imb>)

- a. Fill out Form the application is IMB signed by the applicant and known to the local Lurah and Camat.
- b. Original KRK for IMB attachment is included.
- c. Photocopy of legal land tenure documents.
- d. If the land does not belong to him, attach a statement of no objection from the land owner
- e. photocopy of the identity card of the applicant and/or the land owner.
- f. Photocopy of the last year's PBB payment or a certificate from the competent authority if it is not affected by PBB.
- g. If the applicant is a legal entity, a photocopy of the Deed of Establishment of a Legal Entity is attached.
- h. Drawings Technical of Building Plans include floor plans, 2-sided views, 2 pieces, roof plans, foundation plans and infiltration wells on a scale of 10100/10200.
- i. Construction calculations (for buildings with 2 floors or more and for buildings with a roof span of 10 m).
- j. Soil investigation (for buildings with 3 floors or more).
- k. The affidavit is signed on stamp duty.
- l. Other required documents in accordance with applicable regulations (For example: LIKL-UPL Amdal , Altitude Record, Fire Service Record, Traffic Study, etc.).

Figure 1
IMB Permit Service Process Flow The IMB permit service process flow at Distaru Semarang City is as shown in Figure 1 below

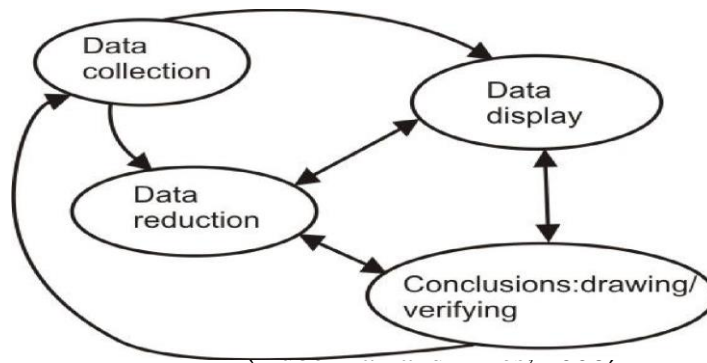


Source: <https://distaru.semarangkota.go.id>.

RESEARCH METHODS

This study used a qualitative research approach, namely the research analyzed was in the form of descriptive phenomena, the nature of this research was descriptive (Moleong, Lexy J. 2011). The purpose of this research was to describe the service quality of building permits at the Semarang City Spatial Planning Service. The informants of this research were determined by technique *purposive sampling* (purposed sample) and *snowball sampling*. These include: Head of the Semarang City Spatial Planning Office, Semarang City, Head of Planning and Building Arrangement at the Semarang City Spatial Planning Service, Semarang City. Service counter staff for the Semarang City Spatial Planning Service, Semarang City. Applicants for IMB services at the Semarang City Spatial Planning Service. Data collection techniques through in-depth interviews, observation and documentation were carried out together with students of the Undergraduate Public Administration study program.

Data analysis, the process of systematically searching and compiling data was obtained from interviews, field notes and documentation, by organizing data into categories, describing them into units, synthesizing, compiling into patterns, choosing which ones were important and studied. Drawing conclusions was a final step, the result of study to be understood by researchers and others (ibid, p. 144). Data analysis was carried out interactively and took place continuously: data collection, data reduction, data presentation, and verification, as shown in Figure 2 below:



RESULTS AND DISCUSSION

Results were presented in the form of a description of the results of interviews with informants based on indicators research as follows:

No	Indicators	Short description (interview results) dated 28 June-3 July 2021	Reduction
1	Reliability	service was in accordance with the existing SOP, right according to the promised time. If there was a shortage of requirements, we called the applicant to complete it again. We fulfilled it because what we promise was in accordance with the service standards here	<i>Informants. Service IMB:</i> SOP was a reference in service, but if there was a delay due to incomplete application requirements, <i>IMB Applicant Informants</i> Disadvantages terms applicant IMB on the phone to complete

		. The service time is in accordance with the SOP, on time in terms of service time	
2	<i>Responsiveness</i>	<p>to the applicant IMB Service was fast, because we must be on a target time to fit SOP</p> <p>clerk patiently, facing the applicant with the disparate characters.</p> <p>The service here tended to be fast. The staff was on time</p> <p>I think they are patient and really pay attention to applicants who need help to take care of their IMB permits.</p> <p>Another applicant stated that it is faster than taking care of other administrations such as ID cards or family cards, it's better to take care of the IMB.</p>	<p><i>Informant Service IMB:</i> service is fast according to SOP</p> <p>Staff was patient with customers with different characters</p> <p><i>Informant applicant IMB:</i> Staff was patient and payed attention to the applicant Taking care of IMB was faster than taking care of KTP/KK</p>
3	<i>Assurance (guarantee)</i>	<p>There was no guarantee that the service time would match with the provisions in the SOP. The problem was there were many applicants who applied for an IMB but their documents were incomplete.</p> <p>“Guarantee of IMB fees according to the provisions, it was calculated in the formula so you cannot add or reduce service fees here.”</p> <p>If the contents of the IMB certificate were correct, the IMB was, genuine and we are responsible for.”</p> <p>I took care of it for almost 2 months, I asked the others, they said it was faster than other applicants, which could take up to 4 to 6 months. Yes, that's because “I don't have complete requirements when I apply for an IMB”. The officer had informed him politely at the beginning.</p> <p>The other applicant was already on his way in the fourth month and it hasn't finished yet. He said that if the files were complete and there were no problems in the field according to the provisions of 2 weeks, but after checking it turned out that there were incomplete documents, I tried to complete them for months.</p> <p>And now IMB is an ongoing process.</p>	<p><i>Informant service IMB:</i> There is no guarantee that the service time might be in accordance with the provisions in the SOP if the IMB applicant's requirements were incomplete</p> <p>. Cost guarantee according to the provisions</p> <p>If the contents of the IMB certificate are correct, we can guarantee that it is true, the original</p> <p><i>IMB Applicant Informant</i> Almost 2 months I took care of the IMB, including fast because other applicants can take up to 4 to 6 months.</p> <p>The officer has informed the IMB of requirements politely.</p> <p>The main obstacle to the IMB requirements proposed by the applicant, cannot be blamed on the officer</p>
4	<i>Empathy (attention)</i>	<p>According to the IMB service officer, service quality through the aspect of empathy to the community, officers have often been briefed by superiors to be friendly, professional and able to position themselves as the community being served. They worked with a sense of providing the best service and in accordance with the provisions of the SOP applied in the IMB permit service.</p> <p>The staff were friendly, they served</p>	<p><i>Informants Service IMB:</i> Officers always receive briefings from superiors to be friendly, professional and able to position themselves as the people being served so that they will feel a sense of providing the best service and in accordance with the provisions of the SOP applied in the IMB permit service.</p>

		<p>applicants according to the queue, and gave explanations in a friendly manner. They are professional because they are so nimble when they serve. They were asked about their needs, explained what the incomplete requirements are, and how to take care of it so that it really makes me understand everything.</p> <p>The other applicants said “they are friendly, professional, and willing to provide a detailed explanation of the complaints I submitted at that time”.</p>	<p><i>IMB Applicant Informants The</i></p> <p>staff are friendly, they serve applicants according to the queue, they are professional in serving, the officer gave a detailed explanation of the complaint I submitted at that time.</p>
5	<i>Tangible</i> (evidence direct)	<p>All facilities and equipment already support the service, so people don't have to worry if they take care of themselves here. We have made it as comfortable as possible starting from the service building, the waiting room to the parking lot</p> <p>The waiting room is also quite clean, neat, so comfortable when queuing here. Parking is also spacious, you don't need to be confused about parking, there are those who guard the parking even though there is CCTV, so it's also safer.</p> <p>Another applicant also said that “I am happy to be here; it is not boring when taking care of the IMB directly. The Waiting room is comfortable, clean and tidy.</p>	<p><i>Informant Service IMB:</i></p> <p>All facilities and equipment support the service, so people don't have to worry about taking care of themselves here.</p> <p>We have made it as comfortable as possible starting from the service building, the waiting room to the parking lot.</p> <p><i>Informants of the IMB Applicants are</i></p> <p>Spatial Planning is easy to find a location, strategic and not far from my place.</p> <p>The waiting room is also pretty clean, neat and comfortable.</p> <p>Parking lot is also spacious, you don't need to be confused about parking, someone is guarding the parking lot even though there is CCTV, so it's also safer.</p> <p>I am happy to be here, the waiting room is comfortable, clean and tidy.</p>

Discussion

Data reduction, from research informants, based on indicators Reliability (reliability), *Responsiveness* (responsiveness), *Assurance* (guarantee), *Empathy* (attention), *Tangible* (direct evidence) may be explained that:

1. Informants Service IMB:

SOP was a reference in service, but if there was a delay due to incomplete application requirements. IMB service was applied according to the SOP, the staff was patient in dealing with customers with different characters. There was no guarantee that the service time was in accordance with the provisions in the SOP, if the IMB applicant's requirements were incomplete. Guaranteed fees were according to the provisions. If the contents of the IMB certificate were correct, we can guarantee that IMB was genuine.

All facilities and equipment supported the service, the community were not necessary to worry about taking care of themselves here. We have made it as comfortable as possible starting from the service building, the waiting room to the parking lot. Officers always received briefings from superiors to be friendly, professional and able to position themselves as the community being served. They worked with a sense of providing the best service and in accordance with the provisions of the SOP applied in the IMB permit service.

In the point of views of the theory and concept of public service which stated that public services were all forms of services, both in the form of public goods and public services which in principle were the responsibility and carried out by Government Agencies (Taufiqurrahman and Evi Satisfi, 2018). In short, the analysis of the quality of IMB services in Distaru Semarang City was in accordance with applicable regulations.

2. Informants Applicant IMB:

Staff were patient and paid attention to the applicant, taking care of the IMB was faster than taking care of the KTP/KK, and the lack of requirements for the applicant IMB on the phone to complete the documents. "Almost 2 months I took care of the IMB was fast because other applicants took up to 4 to 6 months. The officer has informed the requirements politely IMB. The main obstacle to the IMB requirements submitted by the applicant was that the documents were incomplete, and this was not a reason to blame the officers. Spatial planning was accessible, strategic and not far from my home. The waiting room was also quite clean, neat and comfortable. Parking Lot was also spacious, no need to be worried about parking, there is the parking guard even though there is CCTV, it's also safer.

The information on the IMB applicant above, reviewed from the legal basis for services and IMB requirements in the City of Semarang (<https://distaru.semarangkota.go.id/v2/imb>) it may be concluded that the delay in completing the IMB management was not due to the negligence of the service officer but because the applicant The IMB has not met the IMB requirements.

CONCLUSION

Analysis of service quality for IMB permits to service users at the Semarang City Spatial Planning Service was in accordance with applicable regulations. The occurrence of delays in obtaining the IMB permit was not the negligence of the service officer but due to the IMB applicant not complying with the IMB requirements.

RECOMMENDATION

Innovative steps are needed to intensify information on the importance and requirements of IMB to service users by various media up to the sub-district level, and village.

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