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RESEARCH ARTICLE

TOURISM MARKETING POLICY IN INCREASING NUMBER OF TOURISTS IN MAKASSAR, INDONESIA

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Abstract

Tourism aims to provide benefits for both tourists and local residents. Tourism can provide the standard life to local residents through the economic benefits derived from the tourist destination. In the development of infrastructure and recreational facilities, both benefit tourists and local residents, the tourism otherwise developed through the provision of a tourist destination. This is done through the maintenance of culture, history and level of economic development and an incoming tourist destination for travelers in revenue as a result will make the unique experience of the tourist attractions. At the same time, there are values that brought along the development of tourism. In accordance with the guidelines, it can increase the benefits of tourism development while minimizing the problems that exist.

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INTRODUCTION BACKGROUND

The development of tourism in Indonesia has become one of the biggest sources of foreign exchange since a few decades ago. The term of tourism based on Law No.9, year 1990 about tourism is everything related to travel, including the effort of objects and attractions as well as other efforts related the field. Further stated that type of tourism businesses include the provision of business accommodation, the provision of food and beverages, transportation provision, the provision of water tourism facilities and tourism area.

Based on the data taken from WTO, in 2000 foreign international tourists reach 698 million people who are able to create revenue of USD 476 billion. Growth in the number of tourists in the decade of the 90's by 4.2 percent, while revenue of foreign tourist growth amount to 7.3 percent. Domestic travelers in each country greater its growth and this group is a major driver of the national economy. As an illustration, in Indonesia the number of tourists (domestic tourists) in 2000 amounted to 134 million with expenditures of 7,7 trillion rupiah. This number will increase with the ease to access an area. Indonesia within two decades showed very rapid progress in the tourism. Physical development such as infrastructure in each object can be viewed in real tourism.

The development of tourism in Indonesia is expected not to cause saturation rating and be able to compete with regional and other destination countries. For that sought the discovery potential of new attractions that are expected to add products and tourist attraction. The e-Kios can provide information around the potential of tourism in Bali is up to date. The existence of e-Kios was expected to assist in meeting the needs of travelers traveled and curiosity about the natural and cultural tourism in Indonesia. E-Kios-based system is interactive multimedia, attract attention and easy to use so that tourists can take advantage of this medium as a source of information.

PROBLEMS

What kinds of promotional activities undertaken by the Department of Culture and Tourism of Makassar in Increasing Number of Travelers in Makassar

LITERATURE REVIEW

A. Service

According to Munir in Hendra Hadiwijaya (2011:224) service is an activity undertaken by a person or group of people through a foundation material factor systems, procedures and methods in order to meet the specific needs of others in accordance with their rights. It is clear that the service is a form of systems, procedures or specific methods provided to another people in this case the customer so that customer needs are met in accordance with their expectations.

A friendly and professional service has become a requirement that must be met by the organizers of the state administrative work (Waworuntu in Suratno, S.Ag., MAP, 2013). Siagian in Hasma Erpanti H (2009:9) suggests the service is often defined as taking care activities, prepare something good form of goods and services to the users (stakeholders), customers (users) and consumer. It is also expected that both service climate in the work unit, better customer assessment of the quality of service employees (ie, employees' performance). Finally, customers will be more loyal to the organization when they assess the employee's performance is more positive (Salanova Marisa and Sonia Agut, 2005).

Empirical evidence suggests that, with employees who are able to provide high quality services extent to which an employee is able, customers are more likely to evaluate the favorable outcome of the service encounter, experience higher satisfaction, and increase their purchase frequency of visits and their future (eg, Borucki & Burke, 1999; Bowen, Siehl, & Schneider, in Liao Hui and Chuang Achia: 2004).

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Tjiptono (1998) in Hendra Hadiwijaya (2011) suggests the quality of care / service is fulfils level of excellence to customer desires. According to the opinion of a quality of service or as the advantages provided by the company in order to meet customer desires. Meanwhile, according Siagian (1998) in Hendra Hadiwijaya (2011) services in general is the sense of fun given to someone else with the easiness and meets all their needs.

Thus an effort to provide services pleasures to customers with the easiness in order to meet customer needs. Payne (2000) in Hendra Hadiwijaya (2011) stated the quality of services related to the ability of an organization to meet or exceed customer expectations.

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One example of service, such as the services which the government works with the private sector for example the provision of public services are often organized through government contracts to companies that maximize personal profit. Like the governments in Western Europe and North America have developed new forms of public-private partnership (PPP) for the provision of public services (Rosenau in John Bennett and Elisabetta Iossa, 2006). A form of PPP that has attracted particular attention is the private Finance Initiative (PFI) was developed in the UK (Grout, 1997; HM Treasury in John Bennett and Elisabetta Iossa, 2006). PFI contracts cover most forms of public service delivery, including health, education, defense, prisons and roads.

B. PUBLIC ADMINISTRATION

Public administrations of each country have certain features "the way things are done", which is different from one country to another. Moreover, in every administration there are many institutions with their own distinctive characteristics: local, provincial or regional, national and even transnational institutions (in Dr. Enrique Claver, Dr. Juan Llopis and Dr. José L. Gasco, 2000). Most theories of public administration (Frederickson 1997; Perry and Wise 1990 in Wouter Vandenabeele, 2007) identifies these behaviors as self-sacrifice in realizing the public interest and altruism as the peculiarities of public servants and very difficult to explain this type of behavior in terms of rational choice (Wouter Vandenabeele, 2007).

The exact role of the public in public administration has become an area of active and ongoing on investigations, experiments, revolutions, and controversy since the birth of this nation. Contemporary movements to test the role of the community in the process of administrative decision-making has come in response to the problems in the second half of this century and as a result of concerns on the part of citizens, administrators, and politicians over the citizens of despair and apathy (Box, 1996; Putnam, 1995 , Timney, 1996; Thomas, 1995 in Cheryl Simrell King, Kathryn M. and Bridget O'Neill Feltey Susel, 1998). Because both citizens and their leaders have realized, "Participation through institutional channels normally have little impact on the political substance of the government" (Crosby, Kelly, and Schaefer, 1986 in Cheryl Simrell King, Kathryn M. and Bridget O'Neill Feltey Susel, 1998). Many residents, administrators, and politicians interested in increasing public participation in public decision. Attempts to do so are currently taking place across the country (Cheryl Simrell King, Kathryn M. and Bridget O'Neill Feltey Susel, 1998).

Wilson suggests, the discipline of public administration is a product of the development of political science. But Wilson proposes the separation of administrative discipline of political science. This idea became known as the politics-administration dichotomy. Since then, for over a century, public administration, both as a field of study as well as the profession continues to grow. Studies on public administration can not be separated from government organizations in handling public affairs.

Bellone (Irawati, 2007) argues that the discipline of public administration is predicated on the study of organization. Organizational theory, hypotheses about human behavior in complex organizational governance and administration theories and hypotheses about human behavior in work groups, is fundamental in the theory of public administration. Till explained that the public administration talks about human behavior in government organizations. Even Shafritz and Russell (2005:5) in Irawati, (2007) suggests; It is easy to define the administration if you are content with being simplistic: it is government in action - the management of public affairs on the implementation of public policies.

C. DEFINITION OF TOURISM

Tourism is a journey made for recreation or vacation, as well as preparations are made for this activity. A tourist is someone who travels at least as far as 80 km (50 miles) from his home with recreational purposes, is the definition by the World Tourism Organization.

A more complete definition, tourism is a service industry. They handle services ranging from transportation, hospitality services, shelter, food, beverages, and other relevant services such as banks, insurance, security, etc. And also offers place of rest, culture, escape, adventure, and new experiences and different other.

Many countries depend much on the tourism industry as a source of tax and revenue for companies that sell services to tourists. Therefore, the development of the tourism industry is one of the strategies employed by non-governmental organizations to promote a specific region as a tourist area to increase trade through the sale of goods and services to non-local people.

According to Law No.10/2009 concerning tourism, tourism is a wide range of tourist activities are supported by a wide range of facilities and services provided by the public, employers, government and local government.

Based on the definition of the World Tourism Organization, tourism is a journey made for recreation or vacation, as well as preparations are made for this activity.

According to Macintosh and Goeldner 1986, tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting tourists and other visitors.

Meanwhile, according to H. Kodhyat 1983, the definition of tourism is traveling from one place to another, temporary, done individually or in groups, as an attempt to find a balance or harmony and happiness to the environment in the social, cultural, and natural sciences.

D. TOURISM SERVICE STANDARDS

Have all service companies in West Sumatra tourism service standards establish themselves within the company? How far these standards apply? Perhaps, the average large company has already implemented its own service standards. But how is the service of the newly established company?

It is time Services Company standards set by the Tourism Ministry of tourism. Companies included in it are travel agents, hotels, restaurants, as well as a neighborhood attraction. Having a clear set of service standards is a necessity for the travel agent, as the main service before tourists visiting tourist destination. In general, travelers want to know in detail the areas to be visited. Regional security issues to be addressed is a question most often raised by tourists, in addition to geography, weather, infectious diseases, and accommodations. On tour packages are available as well as the costs required to shop in the area to be visited are also frequently asked to travel agent prior to visiting travelers.

Some basic service standards are important and must be considered by the service providers are:

- 1) While serving tourists should not smoke or consume snacks even if only in the form of chewing gum.
- 2) Serve with a friendly attitude is very important for service providers in tourism.
- 3) To look clean, neat, and orderly when serving tourists.
- 4) Answering emails of travelers questions as soon as possible with a maximum of 1x24 hours (1 day).
- 5) Anticipate that potential tourists are not disappointed, by lifting an incoming phone call to the service provider as soon as possible. It would be better if appointed before ending phone calls on the first ring, and avoid missed phone calls to many times.

For these service standards expected reader suggestions and feedback so that enterprises in the new company of reference in the field of tourism has served tourists / visitors in the environment

RESEARCH METHODOLOGY

A. Location and Type Research

This study describes and analyzes the ministry of tourism in Makassar. Based on the type of research which uses qualitative research methods, this study investigates the phenomenon of social and human problems, in this study created a complex picture, examine the words, detailed report of the views of respondents, and conducted studies on the natural situation (Creswell, 1998). This research produces descriptive data in the form of words written and spoken from the people and observed behavior.

B. Research Approach

This research approach is Public Opinion Surveys

C. Data Sources and Informants

Sources of data in this study include:

1. The Primary Data Source.

Source of data obtained directly from the original source (not through an intermediary medium). These data form the subject of opinion (people) individually or in groups, the observation of an object (physical), event or activity, and test results.

2. Sources Secondary Data.

Source of research data obtained indirectly through an intermediary medium (obtained and recorded by other parties). Which is generally in the form of evidence, historical records or reports that have been arranged in the archive (documentary data) published and unpublished.

D. Research Instruments

This research instrument is the researcher's own, which is where the researcher as an instrument to obtain accurate data supplied by a variety of methods. This is because humans have a sense and react to environmental stimuli; researchers were able to adjust to the circumstances and assemble aspects of the data.

E. Engineering Data Collection and Data validation

Data collection techniques used are:

1. Individual interviews (individual interview)

Informant interviews were conducted with a number of stakeholders in the internal Department of local government, the community.

2. Observations involved (Participant observation)
3. Documentation.

Documentation and archives is a source of data that has an important position in this study, because the goal of this qualitative research study leads to a background of the events that have occurred or

have been carried out related to events or conditions present or future. Documentation is done by recording / copying and through a copy of the data contained herein.

Data validation techniques

In order for the data and findings obtained in this study ensured trustworthiness or validity, it will be tested by the test of credibility. Test the credibility of this research aims to prove that what is observed in accordance with the actual or in accordance with what actually exists or happens. To obtain credible data, the researchers used a technique validation. In any qualitative research is always necessary to look at the standard or level of confidence in the truth of the results of the study so that the data collected can be accounted for.

a. Degree of confidence (Credibility)

Application of Criteria degree of confidence in essence replaces the internal validity of the concept of non-qualitative. It works: First, implement the inquiry such that the level of confidence in the results of his findings can be achieved, both indicate the degree of confidence in the results of the findings by way of evidence by researchers at the double reality being studied

Data validation is done by:

- 1) Extension of observation.
- 2) Increased persistence of researchers in the observations and interviews.
- 3) Triangulation source.

b. Transferability

Transferability as an empirical issue depends on the similarity between the recipient and send you a context. To carry out the transition of the researchers should look for and collect the empirical occurrence of common context. Thus researchers are responsible for providing sufficient descriptive word if he wants to make a decision about the transfer. For this purpose a small research effort to ensure that verify.

c. Dependence (Dependability)

Dependence can be achieved with certainty, ie with continued consultation with the supervisor, so that gradually the data generated in the field in consultation with the supervisor. Addition is done to check the accuracy of data collection and analysis. In order to achieve the degree of reliability required audit or careful examination of all the components and processes of research and research results.

d. Certainty

It is extracted from the understanding that if credible, factual and can be confirmed. In connection with the matter, subjectivity means unreliable or distorted. Latter sense is used as the foundation of the sense of objectivity → diversion - subjectivity into certainty.

F. Data Analysis Techniques

The data obtained through observation, interview and documentation will be analyzed qualitatively. All data collected systematically collated by topic and content expressed by informants. At least some of the stages of the data analysis:

a. The data obtained through observation will be analyzed in depth over the entire observation and direct testimony in the form; vision and observation.

b. Data obtained from interviews with informants will be analyzed structured as follows:

1. Collecting data (data collection) was done after drawing conclusions based on issues and research purposes, in order to obtain propositions, statements or resumes as research findings that can be applied generally.
2. Reducing the data (data reduction), for the sake of simplification of the data in order to further refine the data required.
3. Categorization of data that the data grouping is based on the formulation of research problems
4. The interpretation and meaning of the data, a process energetically interpretation of the meaning behind the information given by the informant
5. Presenting data (display data) organized and systematic manner, thus forming a complete and integrated components.

Inferences (drawing) which verifies the data obtained to search for meaning, noting the regularity of the pattern, the causal relations that may be used as a very loose conclusion remains open, and draw final conclusions.

DISCUSSION

Promotional activities of Culture and Tourism of Makassar in Increasing Number of Travelers in Makassar

Efficient promotional activities is one technique that is done to break through the tastes and desires of consumers, creating an image that can affect the number of people who are expected to have the attention to the product or service being offered. Activities undertaken Department of Culture and Tourism of Makassar is a

program of work that aims to inform the public about domestic and foreign tourist's attractions in Makassar so that the audience or potential tourists interested in visiting.

Promotional activities of Culture and Tourism Promotion Section Makassar and implemented by staff who have the following functions:

- 1) Implement the work plan in accordance with the duties and functions;
- 2) Publish and organizing promotional material procurement / tourism publications;
- 3) develop a data base in preparation for the tourist profile promotional materials and evaluation;
- 4) analyze market developments and patterns of tourist trips / excursions individually or in groups;
- 5) Provide technical guidance and services for business development of tourism and the provision of facilities, organization of conventions, incentives, and exhibitions;
- 6) Distributing promotional items into the country and abroad to improve the dissemination of Makassar tourism;
- 7) Holding the promotion of tourism through print, electronic, or other media;
- 8) Coordinate with other work units related to their tasks;
- 9) carry out other official duties given by the supervisor;
- 10) Develop Implementation Results of task report.

Promotion Section Chief, Drs. Ocean Usman argued that: "Section of promotion and his staff have done that functions as the Mayor Decision Promotion Section has the task to prepare the materials for tourism promotion and development of tourism. In performing its functions, get the budget is the budget of the Local Government (local budget) every year ". Brochures distributed objects contained therein leading tourist. The goal is to promote and facilitate tourist attractions in reaching the site because the brochure contains profile tourist spots.

In the implementation of the promotion, of course, the Department of Culture and Tourism of Makassar also promotion materials or publications such as brochures and leaflets. As pointed out by Head of Promotion, as follows: "Promotion Section also serves publish promotional materials. Later the promotional materials distributed to the travel-travel, out of town such as Bali, Manado, and Bandung Tourism Office entered into collaboration with local and overseas through the exhibition ".

Promotion section also serves to analyze market developments and patterns of tourist excursions. By knowing the pattern of tourism development and tourists visiting each year, the Department of Culture and Tourism of Makassar can determine the attitude and develop activities that are deemed necessary based on the results of the analysis. As pointed out by promotional staff, Dawn Harianto, A.Md. that, "The number of foreign tourists to experience growth. This is due to promotional activity that has been done in previous years. Proven in 2010 has stopped as many as eight cruise ships carrying tourists as much as 500 to 700 people. By knowing the pattern of their arrival, travelers such as origin, motivation, and time of the visit the promotions section to determine which countries need to do promotion like road shows or follow the exhibition held there by distributing booklets and leaflets as well as the right time to implement the promotion ". In addition, Section Promotion function is to provide guidance and services to the tourism business. This function is very important because a very large role tourism entrepreneurs in the growth of tourism.

As pointed out by Head of Promotion, that Local Government should not depend on funds from the budget, what is important is how to mobilize the full potential as entrepreneurs and relevant agencies and the public. Distribution of promotional goods into the country and abroad also be functioning Promotion Section. The distribution is done in various ways, either through exhibition, distribution directly to a travel-travel and cooperation with the Department of Tourism in the various regions both within the city and outside the city. According to the promotional staff, Fajar Harianto, A.Md. suggests that the distribution is a very important thing to do. The more intense and distribution is done, the greater the effect on growth of tourism.

Organizing the promotion of tourism through print, electronic, or other media also carried out by the Department of Culture and Tourism. As pointed out by Head of Promotion, as follows: "More recently carried out a dialogue between the Department of Culture and Tourism of Makassar with tourism awareness group. This dialogue talking about how the aspiration group travel consciously make improvements in order to do its job better covered by TVRI and journalists from various media, such as Fajar newspaper, Tribune East and Seputar Indonesia ".

In addition to carrying out its functions in accordance with the Decision of the Mayor, Promotion Section also carry out various promotional activities. Before carrying out the promotional activities, promotion planning section was done. As noted by promotion staff, Dra. Hj. Nurul Chamisany as follows: "The activities such as public recognition, formulate promotional messages and message delivery methods, selection of media use, financing and preparation of promotional material promotional campaign carried out by the section. As promotional section function is to publish and organize the procurement of promotional materials / publications analyze the development of tourism and tourism market ".

Advertising

Advertising is a practical way and extensive coverage. This is the main way in which the activity of the Department of Culture and Tourism of Makassar. In general, the advertising can be interpreted as a communication activity to disseminate the message to the audience to tell me something or to offer goods and services by way of renting media.

As pointed out by Head of Promotion, Drs. Ocean Usman as follows: "The advertising was made using the mass media in the form of electronic media, namely television advertising on various local and national TV channels like Fajar newspaper and Anteve TV and radio ads and other media, such as booklets and leaflets".

Ads are usually made at the time of approaching the world of tourism, Makassar birthday or during the holding of tourism events such as TIME or sponsorship of activities such as Jusuf football cup. An advertisement that aired on TV because the Department of Culture and Tourism of Makassar became sponsor Jusuf cup soccer match in Anteve. Additionally ads aired on Fajar TV and radio on the even of the global tourism and Makassar anniversary coinciding in September and November, and event tourism.

The frequency of television ads that aired in radio and newspaper as proposed by Head of Promotion, as follows: "An ad that aired in the TV frequency is 1 time a day in two weeks at the time of Joseph Football Cup, in Dawn TV ad 1 time a week, like a radio ad in Smart FM 2-3 times a week on the eve of the anniversary of world tourism, re-in Makassar and tourism events such as seafood festivals".

The advantage of this is mainly due to the use of advertising can reach more people through the mass media is electronic media. The reasons for the use of the media in accordance with the narrative of promotional staff, Hj. Juliana, SE, MM. is the selection of electronic media, namely television and radio than print media such as newspapers reach a wider and lower penetration of illiteracy among the good.

Public Relations

At the Department of Culture and Tourism no employee who acted as a PR, but there is a PR function in it, which is to introduce (promotion) services, create ads, gain publicity, and motivate investors / entrepreneurs in the field of tourism This is confirmed by the Section Head promotion, that: "Although the Department of Culture and Tourism Public Relations Makassar there, but some of the functions carried out by the fixed PR and marketing campaign as part of promoting services, creating advertising, publicity and motivate investors".

Publicity

Building a corporate image can be done by publicity, by providing positive aspects of products / services are held to attract audiences. To be more confident. Publicity regarding the Department of Culture and Tourism of Makassar packaged in the form of articles. This form is considered more trustworthy and more influence because of the promotion is done. in the form of advertising is not the news. Manufacture of articles aims to support programs or events to be implemented, it is necessary to support the reporter or with other words fostering relationship with the press.

According to the promotional staff, Fajar Harianto, A.Md. suggested that the Department of Culture and Tourism of Makassar will always make news published in various print media in Makassar. Besides the Department of Culture and Tourism of Makassar also obtain the Tie-in Publicity. Publicity of this sort can occur through the important events. As the events put forward by Head of Promotion, Drs. Ocean Usman as follows: "Publicity is obtained when the Department of Culture and Tourism of Makassar held a dialogue with a group of tourism awareness. The event was covered by TVRI and some print media such as Fajar newspaper, Tribune East and Seputar Indonesia".

The publicity campaign is one element that has the properties of truth and confidence levels are high. Preaching truth and trust given to the public, are considered as true and can be more reliable than the news issued by the sponsor of the seller, because its message is not impartial. Second, is to realize an actual promotional purpose. Through publicity achieve potential prospective of customers. This is because the message is delivered customer publicity in the form of news. Third dramatize such as advertising, personal selling, publicity also has the ability to describe a product or service company in the form of a clear story.

This is also confirmed by Head of Promotion, that: "Promotion in form very favorable publicity of Culture and Tourism Makassar. In addition to not spend money, the news published more trusted by the public and news content is more detailed and clear".

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