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Analysis of quality of animal health services by veterinary medical and veterinary paramedic services in food security and agricultural agency of Rokan Hilir Regency

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Abstract--This study aims to analyze the quality of animal health services by veterinary medical personnel and veterinary paramedics at the Department of Food Security and Agriculture of Rokan Hilir Regency. In maintaining animal health to increase livestock populations and maintain animal health, the Government of Rokan Hilir Regency improves the quality of animal health services by maximizing facilities and infrastructure to support animal health services, such as the existence of an Animal Health Center, the availability of adequate veterinarians, available veterinary medicines and equipment. animal health. This research uses a qualitative research method with a descriptive research type. The main informants in this study were medical and paramedical officers and breeders or pet keepers in Rokan Hilir Regency. Based on the results of the research and data analysis, it shows that; The government of Rokan Hilir Regency is still less supportive of animal health center services as indicated by the number of Animal Health Centers and the number of veterinary medical and paramedic personnel which are not significant with the number of sub-districts in Rokan Hilir Regency.

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There is still a lack of infrastructure as evidenced by the absence of procurement of medicines for animals in Rokan Hir Regency from 2020 and poor road access hinders travel to the destination location. There is still a lack of socialization among the public about animal diseases for breeders and keepers' pets, so people are less aware of animal health such as vaccinations which are still considered unimportant for the needs of animals/livestock.

Keywords---animals, services, veterinary medical, paramedic.

Introduction

The government is the party that regulates life together and regulates the affairs of public services, the provision of excellent service is the main task carried out by the government and becomes a benchmark for government performance. The main function of the government is to provide the best service to meet the community's needs in all sectors. The community cannot stand alone without a government that provides services. There are several other studies related to this research, such as research by Mujiburrahmad, Akhmad Baihaqi and Ira Manyamsari with the research title "Analysis of the Effect of Agricultural Extension Service Quality on Farmer Satisfaction in Farming Business Development in Pidie Regency" with the results of the study showing that farmers' satisfaction with services extension workers in the development of farming in Pidie District based on the results of research on the variable Farmer Satisfaction obtained an average value of (4.18), so that the respondent's assessment of the variable Farmer Satisfaction is influenced by the variables of reliability, responsiveness, confidence, empathy and physical evidence.

Another study was conducted by Eri Sadewo, Farli Humala Siregar, Iwan Sukirna, Juda Adisusanto and Nova Fauzan (2021) under the research title "The Effect of Service Quality on Customer Satisfaction in Veterinary Clinics in Indonesia". The results show that the Service Performance model that significantly affects customer satisfaction is reliability and Assurance. Meanwhile, responsiveness, empathy, tangible were found to have no significant effect on customer satisfaction.

Furthermore, Gusti Ngurah Suartono (2016) research titled "Quality of Animal Quarantine Services at the Office of Agricultural Quarantine Center Class II Palu, Mutiara Sis Al Jufri Airport Working Area Palu". service quality consists of Tangibles, Reliability, Responsiveness, Assurance and Empathy as a whole has met the quality standards of these variables. In addition, the results of Budi Harsono (2019) with the research title Analysis of Public Service Quality at the One Stop Service Office, Johar Baru District, Central Jakarta Administration City, showed that the quality of public services at Johar Baru sub-district was good. However, the timing of licensing completion is still a major problem in implementing public services.

And lastly, Toni Nurhhadi Kumayza (2014) researched the Analysis of Service Quality at the Tenggara District Office, Kutai Kartanegara Regency, the results

showed that the quality of public services at the Tengarong District Office for the tangible dimension, the community considered quite satisfied, for the reliability dimension it was still far from expectations. community, the responsive dimension is that the frequent absence of officers makes the community disappointed. For the assurance dimension, it has not met the community's expectations; for the empathy dimension, there must be personality and motivational training for employees.

According to law number 2 of 2009, public services are activities or series of activities in the context of fulfilling service needs by statutory regulations for every citizen and resident of goods/services and/or administrative services provided by public service providers. In serving the community, of course, you must prioritize quality for the sake of quality. Efforts to improve the quality of service by the government can be done by making various policies in accordance with the conditions of service required. The success of a policy made by the government also depends on human resources. If the policy is considered good, the infrastructure is adequate but the human resources are lacking, then the success of a policy cannot be said to be maximal. Quality resources are indicated by high productivity.

One of the services that becomes a fundamental issue is animal health services. Animal health service is an animal health maintenance system that aims to improve the health status of livestock; provide guarantees for the safety of humans, animals and the environment and the threat of animal diseases; avoid the possibility of risks that can interfere with the health (safety) of both livestock and non-food animals and increase responsiveness to the threat of animal diseases (Ministry of Agriculture No. 64 of 2007).

The Department of Food Security and Agriculture of Rokan Hilir Regency is one of the agencies that makes a major contribution to animal health services for the community in Rokan Hilir Regency. The Department of Food Security and Agriculture of Rokan Hilir Regency is influenced by its human resources to carry out animal health services. The important role of human resources is shown either individually or in groups, and human resources are one of the drivers of the course of organizational activities, the organization going forward or backward is determined by its human resources. Therefore, one of the functions of the Rokan Hilir Regency Food and Agriculture Security Service by the duties and functions of the Rokan Hilir Regency Food and Agriculture Security Service is to provide animal health services carried out by animal health officers. This is in accordance with the Law of the Republic of Indonesia Number 18 of 2009 concerning husbandry and animal health which mandates that the control and control of animal diseases is the implementation of animal health and environmental health in the form of observation and identification, prevention, security, eradication, and/or treatment. In further elaboration, animal health affairs are carried out with an approach to maintenance, health improvement (promotive), disease prevention (preventive), disease cure (curative), and health recovery (rehabilitative) which are carried out in a comprehensive, integrated and sustainable manner.

In the current condition, some problems occur, namely the lack of public awareness to report the condition of their livestock or pets to veterinary medical

personnel and veterinary paramedics due to the wide service area, namely 1 Animal Health Center serving several sub-districts, where these sub-districts have a large area. So that if there are farmers/community who report their animals in a sick condition, medical and paramedic officers will need a long time to get to the location of the breeder/community. The length of time required results in the length of handling so that it can have dire consequences such as the death of livestock/pets so that farmers/community.

Another problem that occurs is that there are still few reported animal problems. For now, the reported animals at the Animal Health Center of Rokan Hilir Regency are dominated by cows, while domesticated animals such as cats, dogs and so on have not been reported. From some of the problems that occur, it can be seen that the phenomenon that occurs in the Department of Food Security and Agriculture of Rokan Hilir Regency in the livestock sector is the imbalance in the number of animal health workers with the number of services and the service area, namely 18 sub-districts in Rokan Hilir Regency. The animal health personnel in question consist of veterinary medical personnel, veterinary paramedic personnel and veterinary medical graduates. The number of veterinary service officers in Rokan Hilir Regency is 19, consisting of 7 veterinarians, 8 Animal Husbandry graduates and 6 high school graduates. Meanwhile, the workload and duties of animal health officers are enormous under the Regulation of the Minister of Agriculture Number 03 of 2019 concerning veterinary medical services, namely:

1. Interviewing clients
2. Perform patient medical records
3. Physical, clinical examination of animals and their environment
4. Establish the diagnosis and prognosis
5. Determine the management of animal therapy and treatment
6. Write prescription drugs and animal health tools
7. Issue a certificate of reproductive status
8. Store and give veterinary medicine
9. Dispensing veterinary drugs to be given to patients
10. Do reproductive medicine
11. Conduct animal health education
12. Animal health consultation and client or community education
13. Issue a certificate of animal health.

The inadequate number of animal health workers is also not supported by facilities and infrastructure, namely animal health centers. Animal Health Center is defined as a facility where health service activities are active, semi-active, or passive through media in the form of buildings equipped with clinical units and other animal health facilities. The primary basis for establishing Animal Health Center is in the context of providing animal health services to the community. According to Ditjennak (2004), this institution is the spearhead of animal health services, especially in livestock-intensive locations. The main task of the Animal Health Center is to provide animal health services according to the designated work area to improve animal health so that livestock production and reproduction can be increased optimally.

Meanwhile, the minimum number of health workers that must be owned by each Animal Health Center based on the regulation of the minister of agriculture number 64/Agricultural Regulation Ministry.140/9/2007 concerning guidelines for animal health center services is 1 (one) Veterinarian, 2 (two) veterinary paramedics, 4 (two) veterinary paramedics, four) Animal Health Center technical personnel consists of reproductive technical assistants, pregnancy inspectors, inseminators and vaccinators and 1 (one) administrative person. However, the problem is that the distance between the sub-districts is wide enough, so medical and paramedical personnel find it difficult to provide animal health services.

The inadequate number of animal health workers is also not supported by facilities and infrastructure, namely animal health centers (Animal Health Center). Animal Health Center is defined as a facility where health service activities are active, semi-active, or passive through media in the form of buildings equipped with clinical units and other animal health facilities. The main basis for establishing Animal Health Center is in the context of providing animal health services to the community. According to Ditjennak (2004), this institution is the spearhead of animal health services, especially in livestock-intensive locations.

The main task of the Animal Health Center is to provide animal health services according to the designated work area to improve animal health so that livestock production and reproduction can be increased optimally. There are only 6 animal health centers (Animal Health Center) in Rokan Hilir Regency, which are located in Bangko District, Rimba Melintang District, Bangko Pusako District, Bagan Sinembah District, Tanjung Medan District and Simpang Kanan District. Meanwhile, the minimum number of health workers that must be owned by each Animal Health Center based on the regulation of the minister of agriculture number 64/PermentanOT.140/9/2007 concerning guidelines for animal health center services is 1 (one) Veterinarian, 2 (two) veterinary paramedics, 4 (two) veterinary paramedics, four) Animal Health Center technical personnel consisting of reproductive technical assistants, pregnancy inspectors, inseminators and vaccinators and 1 (one) administrative person. However, the problem is that the distance between the sub-districts is wide enough that medical and paramedical personnel find it difficult to provide animal health services.

In addition, one of the animal health workers is to take action in the form of giving over-the-counter drugs and limited drugs to people who have complaints about animal health under the Regulation of the Minister of Agriculture Number 03 of 2019 concerning veterinary medical services. Meanwhile, the Rokan Hilir Regency government 2020 did not provide medicines for animals, so when veterinary health workers performed services, the service was not optimal, and the public had to buy medicine with personal funds.

Research Method

The type of research carried out is qualitative, which is a type of research that explores and understands the meaning in several individuals or groups of people originating from social problems (Creswell, 2016). In general, qualitative research can be used to research people's lives, history, behavior, concepts or phenomena,

social problems, and others. One of the reasons why using a qualitative approach is the experience of researchers where this method can find and understand what is hidden behind phenomena that are sometimes difficult to understand. So that in this study it can explain the phenomena seen directly through observations, interviews and document review, especially those relating to the Analysis of the Quality of Animal Health Services by Veterinary Medical Workers and Veterinary Paramedics of the Food Security and Agriculture Office of Rokan Hilir Regency.

While the type of descriptive research that is intended is a research method aimed at describing existing phenomena, which are currently or in the past (Lexy: 2011:14). The details of this study, use data in the form of primary data and secondary data. In primary data, research uses data obtained directly from the response. This study's data were obtained directly from the research location using interviews. Furthermore, secondary data is data obtained from various sources from the Animal Health Center and the Food Security and Agriculture Office of Rokan Hilir Regency in the form of documents, journals, archive book records, this is adjusted to research needs such as data on the distribution of animal health centers, animal disease data, data on veterinary and paramedic medical officers and so on. Zeithaml, Parasuraman & Berry (in Hardiansyah 2011:46) explains that Service Quality is the fulfillment of customer needs and desires in meeting customer expectations by reflecting perceptions of reliability, Assurance, responsiveness, tangibles and empathy.

Result and Discussion

Animal Health Services in Rokan Hilir Regency

Regulation of the Republic of Indonesia Number 18 of 2009 concerning husbandry and animal health mandates that control and control of animal diseases is the implementation of animal health and environmental health in the form of observation and identification, prevention, security, eradication of funds or treatment. Furthermore, animal health affairs are carried out with various approaches, including maintenance, health promotion (promotive), disease prevention (preventive), disease cure (curative) and health recovery (rehabilitative) which are carried out comprehensively, integrated and sustainable.

Meanwhile, based on the Regulation of the Minister of Agriculture Number 03 of 2019 concerning veterinary medical services, including interviewing clients, conducting patient medical records, examining physical, and clinical animals and their environment, establishing diagnosis and prognosis, determining the management of animal therapy and treatment, writing prescriptions for drugs and health equipment. Animals, issuing certificates of reproductive status, storing and dispensing veterinary drugs, dispensing veterinary drugs to be given to patients, performing reproductive medicine, conducting animal health education, consulting on animal health and educating clients or the public, and issuing animal health certificates.

In Rokan Hilir Regency, the duties of animal health services are mandated by the Food and Agriculture Health Office in the field of animal health as stated in Regent Regulation number 48 of 2016 concerning Position, Organizational

Structure, Duties, Functions and Work Procedures of the Rokan Regency Food and Agriculture Security Service. Downstream. In carrying out this animal health service, Rokan Hilir Regency has an animal health service center and veterinary medical and paramedic officers. With animal health services by medical officers and veterinary paramedics it is expected to minimize animal diseases and increase the livestock population in Rokan Hilir Regency.

Animal health services are currently centered on Animal Health Centers (Animal Health Center) spread across Rokan Hilir Regency, consisting of:

1. Bangko Health Center, carries out supervision and animal health services in Sinaboi District, Bangko District, Pekaitan District, Batu Hampar District and Pasir Limau Kapas District with 1 (one) Veterinarian in charge and assisted by 3 (three) paramedics in carrying out their duties and functions of the Health Center.
2. Rimba Melintang Public Health Center, carries out supervision and animal health services in Rimba Melintang District, Tanah Putih Tanjung Melawan District, Tanah Putih District and Rantau Kopar District with 1 (one) Veterinarian in charge and assisted by 2 (two) paramedics in carrying out duties and functions of the Health Center.
3. Bangko Pusako Public Health Center, carries out supervision and animal health services in Bangko Pusako District, Kubu District and Kubu Babussalam District with 1 (one) Veterinarian in charge and assisted by 2 (two) paramedics in carrying out the duties and functions of the Puskesmas.
4. Bagansinembah Public Health Center, carries out supervision and animal health services in Bagansinembah District, Balai Jaya District and Bagansinembah Raya District with 1 (one) Veterinarian in charge and assisted by 1 (one) medical or veterinarian and 4 (four) paramedics. In carrying out the duties and functions of the Health Center.
5. Simpang Kanan Health Center carries out supervision and animal health services in Simpang Kanan District with 1 (one) Veterinarian in charge and assisted by 1 (one) paramedic in carrying out the duties and functions of the Puskesmas.
6. Tanjung Medan Public Health Center, carries out animal health supervision and services in Tanjung Medan and Pujud sub-districts with 1 (one) Veterinarian in charge and assisted by 1 (one) paramedic in carrying out the duties and functions of the Puskesmas.

In carrying out services such as diagnosis, determining the management of veterinary therapy and treatment, prescribing drugs, issuing certificates of reproductive status, dispensing veterinary drugs and performing reproductive medical care, veterinarians must do so, for Rokan Hilir Regency only has 7 (seven) veterinarians and six veterinarians. (six) Animal Health Center units with working areas comprising 18 sub-districts in service have not been maximized.

The services carried out by the Rokan Hilir Regency Health Center by Medical Personnel and Veterinary Paramedics in Rokan Hilir Regency are:

Prevention of Livestock Disease

Medical and Paramedic Officers of Rokan Hilir Regency carry out vaccinations to prevent livestock diseases, every year the Rokan Hilir Regency Government through the Department of Food Security and Agriculture in the Livestock and Animal Health Sector conducts rabies vaccinations for pets such as cats, dogs and free of charge, besides that carry out special vaccinations for outbreaks that appear in the Rokan Hilir Regency area such as the Jembrana vaccine, brucellosis and carry out integrated animal health services in areas that are potentially affected by outbreaks or viruses. This vaccination service activity should be made several times and more flexible so that livestock that are missed during vaccination because they are difficult to catch, sick or still in the parasite treatment period will still get the vaccine according to the schedule agreed upon by the livestock owner and the vaccinator, but the problems that occur is the limited budget for vaccination activities and integrated animal health services such as the absence of allocation of funds from the district for the procurement of medicines so that it only relies on assistance from the Riau Province which is limited in number and the lack of veterinarians to carry out animal health services in 18 sub-districts in the district. Downstream.

In addition, to prevent animal diseases, Rokan Hilir Regency is located on the border with North Sumatra Province so there is a checkpoint to check livestock traffic such as the entry and exit of livestock in the Rokan Hilir Regency area, but the guard post for checkpoint officers is not yet available, the current condition checkpoint officers on duty with limited facilities and infrastructure in carrying out their duties.

Giving Multivitamins and Minerals to Livestock

Provision of multivitamins and minerals to livestock suspected of being sick or suspected of being sick. In carrying out animal health services, the government should complete the infrastructure for animal health services, such as an animal health center (Animal Health Center) which is equipped with Animal Health Center equipment, medicines and operational health services. animals, but Rokan Hilir Regency only has 6 (six) units of Animal Health Center buildings with inadequate equipment and routine operations of animal health services that are not supported by the regional income and budget.

Treatment of Disease Cases in Livestock and Other Actions

Treatment of disease cases in livestock is usually carried out by medical officers and veterinary medics when complaints/calls are made from breeders/owners of pets and also if sick animals are found during animal health services in the field. So far, the most widely used treatments are livestock delivery and medicine administration for bloated cattle and skin diseases. Then for pets, there are many problems such as parasites, digestion, etc. Analysis of Quality Principles of Animal Health Services by Veterinary Medical Workers and Veterinary Paramedics in Rokan Hilir District Service quality according to Tjiptono (2010: 24) in Harsono (2019: 24) is the expected level of excellence and control **over the level of excellence to meet customer desires. Several indicators are used to determine the**

quality of service, namely indicators of the quality of animal health services according to Zeithaml, Parasuraman & Berry (in Hardiansyah 2011:46) including tangibles, reliability, reliability, responsiveness, Assurance and empathy.

In conducting the research, there are several opinions based on the results of interviews that researchers have conducted regarding the quality of animal health services in downstream Rokan Regency and the problems and obstacles faced. In addition, researchers get results based on research indicators, which will then be discussed.

Tangible (Physical Evidence)

According to Zeithaml, Parasuraman & Berry (in Hardiansyah 2018: 46), Tangible (tangible) is the quality of service in the form of physical office facilities, computerized administration, waiting rooms, and information places. The results of this study indicate that the infrastructure that supports animal health in Rokan Hilir Regency can be said to be inadequate. The 18 sub-districts evidence this in Rokan Hilir Regency, which only has six Animal Health Center units. In addition to the number of Animal Health Centers, the number of medical personnel and veterinary medics has not been able to maximize animal health services. The number of medical personnel is 7 veterinarians and 13 paramedics. The number of medical and paramedic personnel is in accordance with the Regulation of the Minister of Agriculture Number 64/Permentan OT.140/9/2007 which states that 1 Animal Health Center consists of 1 veterinarian and 2 veterinary paramedics except for the Tanjung Medan Health Center which only consists of 1 paramedic. . However, the problem is that the distance between the sub-districts is wide enough so that medical and paramedical personnel find it difficult to provide animal health services.

Based on the results of interviews, in addition to the number of Animal Health Centers and animal health service personnel, other facilities such as medicines, and medical equipment are still lacking so medical and paramedic officers cannot carry out their duties optimally as animals health services. For the availability of medicines related to livestock diseases, the government of Rokan Hilir Regency from 2020 did not provide medicines for animals. When animal health workers performed services, the service was not optimal and the public had to buy medicine with personal funds. From the discussion above, it can be concluded that the tangible indicators of the quality of animal health services by medical and paramedic veterinary personnel in Rokan Hilir Regency are not optimal.

Reliability (Reliability)

According to Zeithaml, Parasuraman & Berry (in Hardiansyah 2018: 46), Reliability is the ability and reliability to provide trusted services. For example, veterinary medical and paramedic staff at the Animal Health Center in Rokan Hilir Regency have been selected and given training and have good experience so that all medical/treatment actions are carried out appropriately according to the case being handled to the case of the disease. Meanwhile, another obstacle that hinders service is that the service time cannot be on time because some locations have far distances and road conditions are also not supportive.

Assurance (Guarantee/Trust)

According to Zeithaml, Parasuraman & Berry (in Hardiansyah 2018: 46), Assurance is the ability, friendliness, and courtesy of employees to ensure consumer confidence. In providing services, there is no guarantee for the safety of veterinary medical and paramedic personnel as well as for the animals being handled. However, medical and paramedic personnel have committed to providing the best service for everything related to animal health.

Responsiveness

According to Zeithaml, Parasuraman & Berry (in Hardiansyah 2018: 46), Responsiveness is the ability to help and provide services quickly and precisely, and responsive to consumer desires. Based on the results of research, services carried out by medical and paramedic personnel are carried out quickly and responsively if the distance traveled and road conditions support. Furthermore, medical and paramedical personnel always monitor the progress of the animals being handled. In addition, veterinary medical and paramedic personnel have also provided information that is conveyed easily and completely to livestock owners. So far, people who can be handled by medical personnel and veterinary medics have never received any complaints, except for the location that is difficult to reach, which causes animals to die before receiving treatment.

Empathy (Empathy)

According to Zeithaml, Parasuraman & Berry (in Hardiansyah 2018: 46), empathy is employees' firm but attentive attitude towards consumers. Medical officers and veterinary paramedics always pay attention to livestock/pet owners by telling them to contact the nearest medical and paramedic staff if there are livestock/pets experiencing symptoms of illness, or pregnant animals experiencing difficulties in childbirth. Carry out socialization on outbreaks or diseases that enter the Rokan Hilir Regency area.

Conclusion

The quality of animal health services by veterinary medical officers and veterinary paramedics in Rokan Hilir Regency through the Food Security and Agriculture Service still needs to be improved, this is due to the lack of full support by the Regional Government such as the lack of Animal Health Center, where the current number has not been able to serve the 18 sub-districts in Rokan Hilir Regency to the fullest. Meanwhile, the number of veterinary medical and paramedic personnel is still minimal, where the number of veterinarians is only 7 (seven) people with a coverage of 18 sub-districts. Other drawbacks are facilities that do not support services such as lack of veterinary medicines and animal health equipment and also inadequate road access to reach livestock locations. In addition, there is a lack of outreach activities about animal diseases for breeders and pet keepers so that people are less aware of animal health such as vaccinations which are still considered unimportant for the needs of animals/livestock.

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