

Gap Analysis of Public Perceptions and Expectations on Service Quality of the Women and Children Protection Unit (PPA) at the Criminal Investigation Division of Cirebon City Police Using the SERVQUAL Approach

Agustinus Ronald Tri Cahya Waine¹, Oscarius Yudhi Ari Wijaya², Novi Indah Erlyanti³, Elvianus Laoli⁴

¹Polresta Cirebon Polda Jawa Barat, ^{2,3,4}Sekolah Tinggi Ilmu Kepolisian

Email: Agustinusronald68@gmail.com, Oscar@asmisurabaya.ac.id, Noviindahearlyanti@Stik.ptik.ac.id, e.laoli98@gmail.com

Abstract

Keywords:

PPA Unit, SERVQUAL, service gap, improvement priorities

The Women and Children Protection Unit (PPA) of Polresta Cirebon faces a high number of cases of violence against women and children, requiring responsive, empathetic, and professional services. This study aims to analyze the gap between public perception and expectation of PPA service quality using the SERVQUAL approach as a basis for evaluation and service improvement.

This research employs SERVQUAL theory, the concepts of public perception and expectation, principles of women and child protection, and police transformation. The study uses a quantitative approach with a survey method through questionnaires to measure public perception and expectation of the PPA Unit services at Sat Reskrim Polresta Cirebon based on five SERVQUAL dimensions, then analyzed using gap analysis and quadrant mapping to determine service improvement priorities.

The research findings are as follows: 1) Public perception of PPA services: Tangibles 3.12; Reliability 2.90; Responsiveness 2.96; Assurance 2.97; Empathy 3.06, indicating services are fairly good but not yet optimal; 2) Public expectation of services: Tangibles 4.55; Reliability 4.55; Responsiveness 4.58; Assurance 4.62; Empathy 4.63, indicating very high public expectations; 3) Gap between perception and expectation: Tangibles -1.43; Reliability -1.65; Responsiveness -1.62; Assurance -1.65; Empathy -1.57, showing service quality is below expectations; 4) Dimensions with the largest gaps are Reliability -1.65 and Assurance -1.65, with improvement priorities on service consistency, procedural clarity, professionalism, and safety; 5) All dimensions have negative gaps, with improvement priorities on reliability, assurance, and empathy, while aspects such as responsiveness, procedural clarity, and professionalism need to be maintained.

The study concludes that the service quality of the PPA Unit at Satreskrim Polresta Cirebon is fairly good but still below expectations, with the largest gaps in reliability and assurance, requiring priority improvements in consistency, professionalism, safety, and staff empathy.

INTRODUCTION

This study aims to analyze the gap between public perceptions and expectations regarding the service quality of the Women and Children Service Unit (PPA) of the Criminal Investigation Unit at Cirebon City Police Resort using a quantitative approach through the SERVQUAL GAP method. The measurement is conducted across five main dimensions—tangibles, reliability, responsiveness, assurance, and empathy—to identify differences between the services received and those expected. The results of this analysis are expected to identify aspects of service that still

require improvement and to provide an objective overview of the level of public satisfaction. Furthermore, this study serves as a strategic foundation for improving service quality to become more responsive, transparent, and equitable for victims of violence against women and children, who are highly vulnerable due to social, cultural, and psychological factors (Hasan et al., 2023). This vulnerability is also influenced by unequal social positions within society (Sinaga, 2022), as well as limited access to protection and supporting services (Sariyono et al., 2024).

At the national level, cases of violence against women and children remain high and are a priority in human rights protection. Data from SIMFONI PPA indicate an increase in cases year by year, with 27,587 cases recorded in 2022 and rising to 28,241 cases in 2023 (Octaviani and Panjaitan, 2023). As of the third quarter of 2024, the number of reported cases has reached 22,847, with sexual violence being the most dominant. To ensure victim protection, the state has established a legal framework through various regulations (Yunus, 2022). The implementation of this protection is carried out by the PPA Unit, which plays a role in handling complaints, conducting investigations, and providing assistance to victims (Pandapotan et al., 2022). In addition, the PPA Unit also facilitates cross-sector service referrals and conducts preventive education activities (Rahim and Puluhalawa, 2023), thereby delivering services that are humane, empathetic, and oriented toward victim protection (Damayanti et al., 2025). Within the jurisdiction of Cirebon City Police Resort, cases of violence against women and children are still recorded in significant numbers, as shown below.

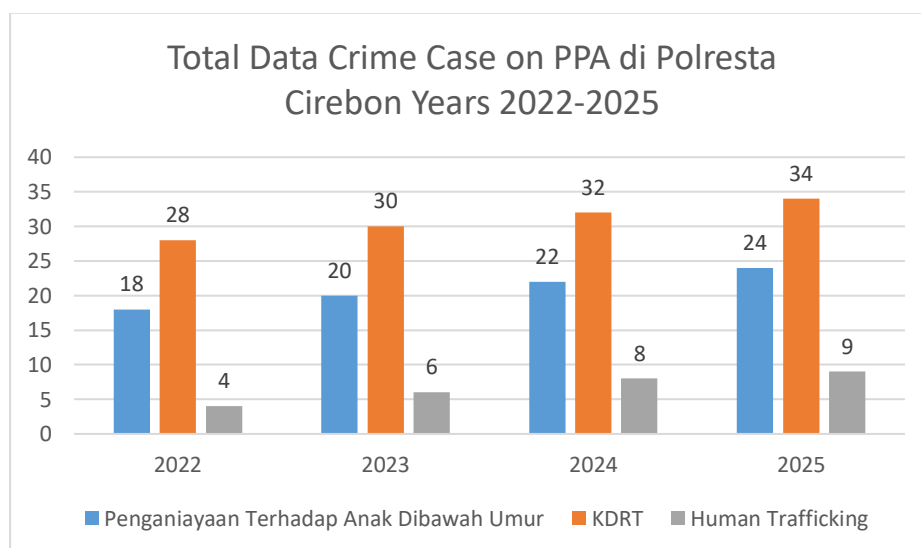


Figure 1. Data *Crime Tota Case on* Polresta Cirebon

(Source : Polresta Cirebon, 2025)

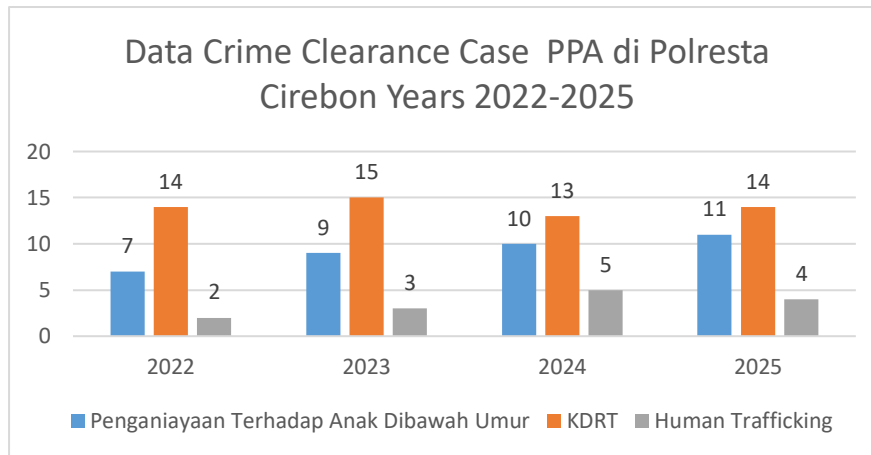


Figure 1. Crime Data Clearance Case PPA di Polresta Cirebon

(Source : Polresta Cirebon, 2025)

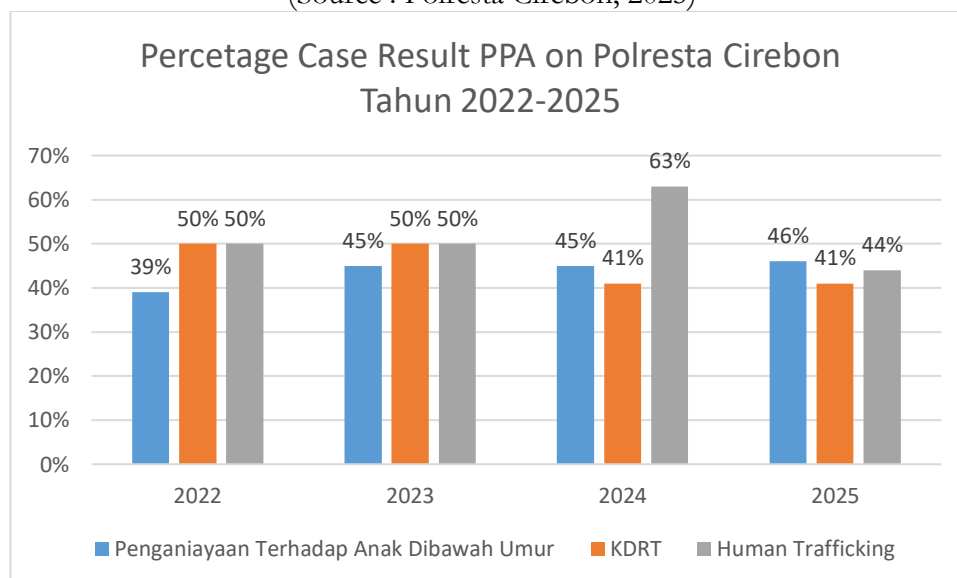


Figure 2. Percetange Case Result PPA on Polresta Cirebon

(Source : Polresta Cirebon, 2025)

Data from the Women and Children Service Unit (PPA) of Cirebon City Police Resort for the 2022–2025 period show an increasing trend in three main types of cases: child abuse, domestic violence (KDRT), and human trafficking (TPPO). Child abuse cases rose from 18 to 24, with a stagnant resolution rate, while domestic violence cases increased from 28 to 34, accompanied by a decline in resolution rates. Human trafficking cases also increased, although their resolution rates fluctuated. These conditions indicate that the high number of cases not only requires the presence of the PPA Unit but also demands service quality capable of meeting victims’ needs. Non-responsive services have the potential to cause further trauma and reduce public trust (Pancarudin, 2019). Therefore, service quality must be measured based on community experience as the primary indicator of the effectiveness of PPA Unit services.

Public service quality is closely related to an institution's ability to meet community needs in a fair, transparent, and professional manner. In the context of policing, service quality reflects a commitment to protecting the dignity of victims and ensuring public safety. Good service enhances public trust, while poor service can trigger distrust (Aurellia and Perdana, 2020). The evaluation of service quality is conducted by comparing public expectations and perceptions of the services received (Gunawan, 2022). Public perception is shaped by direct experiences in receiving services, reflecting levels of trust and satisfaction (Khoir and Haribowo, 2023). Meanwhile, public expectations represent the ideal standards of service desired by victims (Sakir, 2024).

The gap between public perceptions and expectations serves as a key indicator in assessing the service quality of the PPA Unit. If service performance falls below expectations, the quality is considered low and may reduce public trust (Rahayu, 2024). Conversely, services that meet expectations can strengthen the legitimacy of the police institution (Yurisna and Sarihati, 2025). Service quality is measured through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy (Suryawan, 2015) to obtain a comprehensive overview. Evaluation based on perceptions and expectations is essential to ensure that service improvements are accurately targeted. Through this approach, the study is expected to provide practical contributions to improving PPA Unit services so that they become more responsive, humane, and equitable, while also strengthening public trust in the police.

METHOD

This study employs a quantitative approach grounded in the philosophy of positivism to examine relationships between variables through numerical data analyzed statistically (Sahir, 2021). This approach emphasizes objectivity, systematic measurement, and the use of structured instruments so that research findings can be empirically tested and generalized (Balaka, 2022). The method used is a survey, with a questionnaire as the primary instrument to collect data on public perceptions and expectations regarding services (Caroline, 2019). Surveys allow for the simultaneous collection of large amounts of data, thereby facilitating statistical analysis (Sarwono and Handayani, 2021). Measurement is conducted using the SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy—employing a 5-point Likert scale to objectively assess service quality (Ghozali, 2018; Sugiyono, 2013).

The operationalization of variables is carried out by translating the concept of service quality into measurable indicators based on the SERVQUAL dimensions (Wardhono, 2005). The study population consists of the residents of Cirebon City, totaling 356,629 individuals who potentially utilize the services of the PPA Unit (Sugiyono, 2019; Arikunto, 2013). The sample size is determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents (Creswell, 2014). The sampling technique applied is accidental sampling. Data analysis is conducted using the SERVQUAL method by calculating the gap between perceptions and expectations (Supranto, 2001). The gap values are used to assess service quality and are mapped onto a Cartesian Diagram to determine service improvement priorities based on the level of importance and the perceived performance of services by the community.

RESULT AND DISCUSSION

Hasil penilaian responden terhadap variabel *Tangibles* dapat dilihat pada tabel dibawah ini:

Table 1. Respondents' Assessment of the Tangibles Variable

Indicator	N	Mean Hope	Mean Perception	Criteria
1. PPA officers appear neat and professional.	100	4,61	3,03	Agree
2. The PPA Unit service room is clean and comfortable	100	4,55	2,75	Agree
3. A consultation room is available that supports victims' privacy	100	4,47	2,85	Cukup Setuju
4. Facilities for women and children's services are well provided	100	4,59	3,05	Setuju
5. Service information facilities are easy for the public to understand	100	4,57	2,99	Setuju
6. The service area is well-organized and easily accessible.	100	4,53	2,94	Cukup Setuju
7. Officers maintain the cleanliness and comfort of the service area	100	4,49	2,85	Cukup Setuju
8. A suggestion box or public complaint channel is available.	100	4,61	2,92	Setuju
Means	100	4,55	3,12	Setuju

(Source: researcher, 2026)

According to Table 1, Respondents' assessment of the Tangibles variable in the PPA Unit shows a significant difference between service expectations and perceptions. Overall, the mean expectation scores range from 4.47 to 4.61, indicating that respondents have high expectations regarding officers' appearance, room cleanliness, service facilities, information media, spatial layout, and the availability of complaint channels. Meanwhile, the mean perception scores are lower, ranging from 2.75 to 3.05, suggesting that the actual implementation of facilities and services has not fully met these expectations.

Respondents rated several indicators—such as the availability of consultation rooms that support victims' privacy and the service layout—as only “moderately agree,” while indicators such as officers' appearance, room cleanliness, and the availability of suggestion boxes were rated as “agree.” The overall average shows a mean expectation score of 4.55 and a perception score of 3.12, indicating a gap between public expectations and the actual conditions of PPA Unit services. This highlights the need for greater attention to improving facility quality and service comfort.

The results of respondents' assessment of the Reliability variable can be seen in the table below:

Table 2. Respondents' Assessment for the Reliability Dimension

Indicator	N	Mean Hope	Mean Perception	Criteria
1. Officers greet and address the public politely when providing services.	100	4,59	2,82	Agree
2. Officers introduce themselves to the public when providing services.	100	4,51	2,92	Agree
3. Officers clearly explain the service procedures.	100	4,54	2,96	Agree
4. Officers provide accurate service information.	100	4,53	2,90	Agree
5. Services are delivered in accordance with the established timeframes and procedures.	100	4,58	2,92	Agree
Means	100	4,55	2,90	Agree

(Source : researcher, 2026)

According to Table 2, respondents' assessment of the Reliability dimension indicates a gap between expectations and perceptions of PPA Unit services. The mean expectation scores across all indicators are relatively high, ranging from 4.51 to 4.59, reflecting respondents' expectations regarding officers' behaviour—such as greeting politely, introducing themselves, explaining procedures, providing accurate information, and delivering services in accordance with established timeframes and procedures. However, the mean perception scores are lower, ranging from 2.82 to 2.96, indicating that in practice, the services experienced by the public have not fully met these expectations. Nevertheless, the assessment criteria still fall within the “Agree” category for all indicators, meaning that respondents perceive officers as performing their service functions adequately.

Overall, the average mean expectation score of 4.55 and perception score of 2.90 highlight the need to improve the consistency and accuracy of service delivery so that public expectations can be better fulfilled. The results of respondents' assessment of the Responsiveness variable can be seen in the table below:

Table 31. Respondents' Assessment of the Responsiveness Dimension

Indicator	N	Mean Hope	Mean Perception	Criteria
1. Officers promptly assist when the public needs help	100	4,55	2,89	Agree
2. Officers explain the service stages that will be carried out.	100	4,74	3,03	Agree
3. Officers provide clear guidance throughout the service process.	100	4,58	2,96	Agree
4. Officers respond quickly to public reports or requests.	100	4,61	2,99	Agree
5. Officers offer assistance before being asked.	100	4,57	2,91	Agree
6. Officers arrive promptly when the public needs assistance	100	4,60	3,05	Agree

7. Officers clearly explain the service flow.	100	4,47	2,79	Agree
Means	100	4,58	2,96	Agree

(Source : researcher, 2026)

According to Table. 3, Respondents' assessment of the Responsiveness dimension shows a difference between public expectations and perceptions regarding the promptness and alertness of PPA Unit officers in delivering services. The mean expectation scores for all indicators are high, ranging from 4.47 to 4.74, reflecting respondents' expectations that officers should promptly assist, provide clear guidance, explain service procedures, respond to reports, offer proactive assistance, and clearly communicate the service flow.

Meanwhile, the mean perception scores are lower, ranging from 2.79 to 3.05, indicating that the services experienced by the public have not fully met expectations, particularly in terms of response speed and the clarity of guidance provided. Despite this gap, all indicators still fall within the "Agree" category, suggesting that officers are perceived as fairly responsive in carrying out their duties.

Overall, the average mean expectation score of 4.58 and perception score of 2.96 highlight the need to improve officers' responsiveness and accuracy to ensure that services are more optimal and aligned with public expectations. The results of respondents' assessment of the Assurance variable can be seen in the table below:

Table 4. Respondents' Assessment of the Assurance Dimension

Indicator	N	Mean Hope	Mean Perception	Criteria
1. Officers provide services confidently and professionally.	100	4,57	2,93	Agree
2. Officers are well-versed in procedures for handling cases involving women and children.	100	4,66	3,00	Agree
3. Officers provide updates on the progress of case handling.	100	4,61	2,97	Agree
4. Officers reconfirm the information provided by the public.	100	4,64	3,01	Agree
5. The public feels safe throughout the service process.	100	4,64	2,93	Agree
Means	100	4,62	2,97	Agree

(Source : Researcher, 2026)

According to Table 4.4, Respondents' assessment of the Assurance dimension indicates that the public has high expectations regarding the competence, professionalism, and confidence of PPA Unit officers in handling services for women and children. The mean expectation scores for each indicator range from 4.57 to 4.66, reflecting expectations that officers should master procedures, provide updates on case handling, verify the accuracy of information, and create a sense of safety for the public.

Meanwhile, the mean perception scores are lower, ranging from 2.93 to 3.01, indicating that the services received have not fully met public expectations, although officers are generally still perceived as fairly professional and trustworthy. All indicators fall within

the “Agree” category, confirming that officers are capable of delivering services that ensure a sense of security and public confidence.

Overall, the average mean expectation score of 4.62 and perception score of 2.97 highlight the need to enhance competence and communication so that services can be more optimal and aligned with public expectations. The results of respondents’ assessment of the Empathy variable can be seen in the table below:

Table 5. Respondents’ Assessment of the Empathy Dimension

Indicator	N	Mean Hope	Mean Perception	Criteria
1. Officers serve the public without discriminating based on social status.	100	4,67	3,11	Agree
2. Officers politely ask about the service needs of the public.	100	4,57	2,98	Agree
3. Officers are willing to listen to public complaints.	100	4,69	3,09	Agree
4. Officers provide services patiently throughout the service process.	100	4,63	3,09	Agree
5. Officers understand the psychological condition of victims.	100	4,68	3,00	Agree
6. Officers display polite and friendly expressions and attitudes.	100	4,53	3,11	Agree
Means	100	4,63	3,06	Agree

(Source: researcher, 2026)

According to Table 5, Respondents’ assessment of the Empathy dimension indicates that the public places high expectations on PPA Unit officers to provide services with friendliness, patience, and an understanding of the needs and psychological conditions of victims. The mean expectation scores for the indicators range from 4.53 to 4.69, reflecting expectations that officers will deliver fair, polite, and responsive services to public complaints. Meanwhile, the mean perception scores range from 2.98 to 3.11, indicating that although officers are considered fairly capable of listening, serving patiently, and demonstrating empathy, the services experienced by the public have not fully met expectations. All indicators fall within the “Agree” category, confirming that officers have shown efforts to build warm relationships and understand individual needs. The overall average mean expectation score of 4.63 and perception score of 3.06 emphasize the need to enhance personal attention and communication so that services can be more optimal and aligned with public expectations.

Data analysis in this study uses the SERVQUAL method, which aims to measure service quality by comparing the gap between public expectations and perceptions of PPA Unit services. This method involves two main steps: first, identifying public perceptions of the quality of services received—covering tangibles, reliability, responsiveness, assurance, and empathy—and second, measuring public expectations regarding ideal service standards. The difference between expectations and perceptions (gap score) is used to assess the level of service quality, where a negative gap indicates that the service has not met expectations. This analysis helps identify areas that require improvement to enhance public satisfaction and the effectiveness of PPA Unit services, while also providing a strategic basis for the overall development of service quality. The SERVQUAL analysis results indicate a gap between respondents’ expectations and perceptions of the service quality at the PPA Unit of Polresta Cirebon across all dimensions. In the Tangibles dimension, respondents assessed that physical facilities, cleanliness, and officers’ appearance are still inadequate, with an average gap score of -1.43, indicating that the overall

service has not met expectations. The Reliability dimension also shows a significant gap of -1.65, suggesting that although officers greet, explain procedures, and deliver services according to standard procedures, public perception remains far below expectations. Furthermore, the Responsiveness dimension has a gap of -1.62, indicating delays and a lack of proactive response from officers in assisting the public. In the Assurance dimension, the average gap of -1.65 reflects that public trust and sense of security toward the officers are not yet optimal. The Empathy dimension shows a gap of -1.57, highlighting the need to improve attention, patience, and understanding of victims' psychological conditions.

Overall, these findings confirm that the service quality of the PPA Unit needs improvement to meet public expectations.

Discussion

Public Perception of Service Quality at the PPA Unit of the Criminal Investigation Division, Polresta Cirebon Based on SERVQUAL Dimensions

The research findings indicate that the service quality of the PPA Unit of the Criminal Investigation Division at Polresta Cirebon is considered fairly good, but has not yet fully met public expectations. This assessment is reflected in the remaining shortcomings in the comfort of service rooms and the adequacy of available facilities. Service accuracy, clarity of procedures, and the accuracy of information are also perceived as not yet optimal, affecting overall service effectiveness. Officers' responsiveness is considered fairly good in addressing public needs, although the speed of service still requires improvement. Meanwhile, officers' professionalism, ability to provide a sense of security, and their friendliness and empathy are regarded as adequate. These findings suggest that although services are generally running well, improvements are still needed in several aspects to achieve optimal service quality in line with public expectations.

The **tangibles** dimension has an average score of 3.12, indicating that the physical condition of services is fairly good, although room comfort and facility completeness still need improvement. The **reliability** dimension, with a score of 2.90, shows that service reliability is not yet optimal, particularly in terms of procedural clarity and information accuracy. The **responsiveness** dimension scores 2.96, reflecting that officers are fairly responsive, although service speed needs enhancement. The **assurance** dimension, with a score of 2.97, indicates that professionalism and a sense of security are fairly good, but public trust still needs to be strengthened. The **empathy** dimension scores 3.06, showing that friendliness and concern are adequate, but further improvement is needed to create more humane and comforting services for victims.

Public Expectations of Service Quality Based on SERVQUAL Dimensions

The level of public expectation regarding the service quality of the PPA Unit is very high, as the services involve handling sensitive cases that require special attention. These expectations reflect the need for services that are not only procedural but also provide comfort, clear information, and prompt and appropriate responses. The public also expects officers to demonstrate professionalism by delivering safe, friendly, and empathetic services that consider the victims' conditions. The high level of expectation indicates that services for the protection of women and children must be delivered optimally across all aspects, including facilities, procedural accuracy, service speed, and officers' attitudes.

The **tangibles** and **reliability** dimensions each have an expectation score of 4.55, indicating high expectations for comfortable facilities and consistent, clear, and accurate services. The **responsiveness** dimension scores 4.58, emphasizing the importance of promptness and alertness in responding to public needs. The **assurance** dimension, with a score of 4.62, reflects high expectations for professionalism, security, and trust in service delivery. Meanwhile, the **empathy** dimension has the highest score of 4.63, highlighting the importance of friendliness, attentiveness, and understanding of victims' conditions. Overall, these dimensions show that the public expects responsive, secure, and humane services in every stage of service delivery by the PPA Unit.

Gap Analysis Between Public Perceptions and Expectations

The gap analysis reveals differences between public perceptions of service performance and their expectations based on the SERVQUAL approach. The comparison results show that all dimensions have negative gap values, indicating that services have not fully met public expectations. The **tangibles** dimension has a gap of -1.43, suggesting that facilities and service room comfort still need improvement. The **reliability** and **assurance** dimensions have the largest gaps, each at -1.65, reflecting shortcomings in service accuracy, procedural clarity, and guarantees of professionalism. These findings indicate that reliability and assurance are key concerns, as they strongly influence public trust in service quality.

The **responsiveness** dimension shows a gap of -1.62, indicating the need to improve the speed and promptness of officers in responding to public needs. The **empathy** dimension, with a gap of -1.57, shows that friendliness and understanding are fairly good but still require enhancement to become more humane. Overall, the negative gaps across all dimensions indicate that service quality is not yet optimal. These gaps are influenced by limited facilities, high workloads of officers, and insufficient communication with the public. Therefore, improvements in facilities, staff competence, and service systems are necessary to better align service quality with public expectations.

SERVQUAL Dimensions with the Largest Gap

The **reliability** and **assurance** dimensions exhibit the largest gaps, each with a score of -1.65, indicating that services have not fully met public expectations. In the reliability dimension, this gap reflects uncertainty in service delivery, particularly regarding service accuracy, procedural clarity, and consistency. Lack of clarity in service stages may cause confusion among the public regarding required processes. In addition, suboptimal information accuracy may lead to negative perceptions of service quality. Therefore, improving service reliability through clearer procedures, consistent implementation, and accurate, easily understood information is essential to enhance public trust.

The **assurance** dimension also shows a significant gap, indicating high public expectations for safe and professional services. This dimension relates to the ability of officers to provide a sense of security, trust, and confidence, especially in handling sensitive cases involving women and children. Professionalism is a key factor in building public trust, both in technical competence and service attitude. Services that provide a sense of security and certainty will strengthen trust in the police institution, while deficiencies in this aspect may reduce public confidence. Therefore, improving professionalism and the quality of service interactions is crucial to minimizing the gap in the assurance dimension.

Overall Service Quality of the PPA Unit

The analysis shows that the overall service quality of the PPA Unit of the Criminal Investigation Division at Polresta Cirebon has not yet fully met public expectations. The SERVQUAL method reveals negative gaps across all dimensions, indicating discrepancies between perceived and expected service quality. This suggests that although services are generally adequate, improvements are still required to better meet community needs. The Importance Performance Analysis (IPA) identifies several priority areas for improvement, including officers' understanding of victims' psychological conditions, their ability to provide a sense of security, and their empathetic attitude. These findings emphasize the importance of a more humane and responsive service approach.

The analysis also identifies service attributes that are already considered good and should be maintained, such as responsiveness, clarity of service procedures, and professionalism in carrying out duties. These strengths indicate that the PPA Unit already has a reasonably effective service foundation. However, continuous improvement is still necessary, particularly in the **reliability**, **assurance**, and **empathy** dimensions, which show larger gaps. Focusing on these aspects is expected to enhance overall service quality, meet public expectations, strengthen public trust, and provide more optimal protection for women and children.

CONCLUSION

Public perception of the service quality of the PPA Unit of the Criminal Investigation Division at Polresta Cirebon is generally fairly good but not yet optimal. The average perception scores across SERVQUAL dimensions—tangibles (3.12), reliability (2.90), responsiveness (2.96), assurance (2.97), and empathy (3.06)—indicate that while services are being delivered, improvements are still needed, particularly in service reliability and facility quality.

Public expectations of service quality are very high across all dimensions, with average scores above 4.5. This reflects strong expectations for comfortable facilities, clear and reliable procedures, quick responses, a sense of security, and empathetic service—especially due to the sensitive nature of cases involving women and children.

The SERVQUAL gap analysis shows negative gaps in all dimensions (ranging from -1.43 to -1.65), meaning that perceived service quality falls short of expectations. These gaps are influenced by factors such as limited facilities, high workload, insufficient communication, and the need to improve staff competence.

The largest gaps are found in the reliability and assurance dimensions (-1.65 each). This indicates the need to improve consistency, clarity of procedures, accuracy of information, professionalism, and the ability to provide a sense of security—key factors affecting public trust.

Overall, although service quality is adequate, it has not fully met public expectations. Priority improvements should focus on enhancing officers' understanding of victims' psychological conditions, strengthening empathy, and ensuring a greater sense of security. At the same time, strengths such as responsiveness, procedural clarity, and professionalism should be maintained. Continuous improvement—especially in reliability, assurance, and empathy—is essential to achieve more optimal, responsive, and humane service quality.

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