



# DETERMINATION OF PARKING FACILITIES, PARKING RATES PARKING FACILITIES AND PARKING SUPERVISION TOWARDS SERVICE QUALITY THROUGH PARKING SERVICE USER SATISFACTION

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## Abstract

*Parking Facilities, Parking Rates and Parking Supervision by the Karimun Regency Transportation Agency are performance indicators of the State Civil Apparatus of the Transportation Agency in providing services to the community by managing parking. The increasing number of residents and vehicles is a challenge for the Transportation Agency to improve performance through services to achieve satisfaction for parking service users. Data collection using questionnaires and distributed to 100 respondents. Statistical data analysis using SEM-PLS (Structural Equation Modeling Partial Least Square) and using path analysis to test the relationship pattern that reveals the influence of variables on other variables, both direct and indirect. The results of the study indicate that Parking Facilities directly determine positive and significant effects on service quality with P-Values of  $0.003 < 0.05$ . Parking Rates directly determine negative and significant effects on service quality with P-Values of  $0.005 < 0.05$ . Parking supervision determines positive and significant effects on service quality with P-Values of  $0.001 < 0.05$ . Parking service user satisfaction directly has a positive and significant effect on service quality with P-values of  $0.008 < 0.05$ . Parking facilities directly determine negatively and insignificantly on parking service user satisfaction with P-values of  $0.572 > 0.05$ . Parking rates directly determine positively and significantly on service quality with P-values of  $0.003 < 0.05$ . Parking supervision directly has a positive and significant effect on service quality with P-values of  $0.001 < 0.05$ . Parking service user satisfaction mediates the determination of parking facilities on service quality with a p-value of  $0.620 > 0.05$ . Parking service user satisfaction mediates the determination of parking rates on service quality with a p-value of  $0.073 > 0.05$ . User satisfaction of parking services mediates the influence of parking supervision on service quality with a p-value of  $0.018 < 0.05$ .*

**Keywords:** *Workload, Work Facilities, Communication, Performance, Job Satisfaction*

## 1. INTRODUCTION

Karimun Regency is one of the regencies located in the Riau Islands which is 24 (twenty four) years old to date. At the end of 2023, Karimun Regency had a population of 270,121 people, with a population density of 180 people/km<sup>2</sup> and was the 3rd most populous in the Riau Islands. This is in line with the increasing number of vehicles and the level of economy in Karimun Regency, so it is a challenge for the Regional Government to provide public services and public facilities for the community who are basically native or immigrant communities to work in Karimun or travel to Karimun which can attract interest for tourists to continue to come comfortably to Karimun. One of them is by arranging vehicles that are increasingly parking due to the increasing number of business places in the city center and businesses. Increasing population growth along with increasing economic levels in a city causes an increase in demand for private vehicles. With the increasing demand for private vehicles, a new problem has arisen, namely the parking problem because the increasing number of vehicles is not balanced by an increase in parking areas in public facilities such as business centers, education, offices and trade, especially in traditional market areas (Dwika et al., 2020; Yuniarti, 2000; Ridwan et al., 2020; Suharyanto et al., 2020). At the end of 2018, the Transportation Agency made improvements to parking management by issuing Regional Regulation Number 2 of 2018 concerning Parking Implementation.



It is expected that in addition to aiming to make improvements in parking management in accordance with applicable regulations, the Regulation is also expected to increase Regional Original Income (PAD) in the parking sector without reducing the quality of service to Parking Service Users in Karimun Regency. Indonesia currently uses a system where the implementation of its government is handed over to the regions or also known as regional autonomy. The implementation of this system is due to considerations, especially if we consider the many interests that must be met by the central government, so that the delegation of authority in the management of each region to all regions in Indonesia is considered a good decision (Rosidin, 2015). Parking Service Supervision is an activity to direct and foster Parking Attendants in an effort to develop and strengthen their potential in carrying out their duties as Parking Attendants who provide services to parking service users.

The problem that occurs in Karimun Regency regarding parking services is that there are still parking attendants who do not carry out their duties according to the regulations and Standard Operating Procedures outlined in the cooperation between the Transportation Agency and third parties, one of which is using complete attributes. The reality in the field is that there are still parking attendants who do not use complete attributes. The complete attributes in question are vests, ID cards, hats, whistles and tickets. Meanwhile, the problem that is often found in the field is parking attendants who do not give tickets to users of parking services. Which violates the Standard Operating Procedure (SOP) that has been set and Regional Regulation 2 of 2018 concerning Parking Implementation states that the task of parking attendants is to give tickets and receive payments. However, in reality parking attendants give tickets to users of parking services if requested. Of course this will also affect the obligation of parking attendants to help maintain security and comfort and even the level of trust of service users in the parking lot.

Problems related to parking services in Karimun Regency are still a problem that is complained about by the public. Both in terms of the parking service rates set and the services provided by parking attendants. Thus, supervision is needed in parking service activities. Where a third party has the task of managing parking locations in Karimun Regency. The management carried out is related to parking services and by providing complete attributes needed in the implementation of parking services. The Transportation Agency in carrying out parking supervision duties. In the implementation of supervision is carried out routinely and specifically. Routine implementation is supervision carried out in several specific locations. While the specific implementation is supervision carried out at a certain point where the location requires fast handling. Supervision of parking services is also carried out indirectly. Namely through social media and complaint numbers. Parking service users can provide suggestions and criticisms in the comments column of the Karimun Regency Transportation Agency's Instagram account.

Based on the results of the initial survey, it can be said that parking services for parking service users at the parking location still need to be improved. Basically, the lack of parking space is the main problem, but the solution to the lack of parking space has not been carried out optimally. The Transportation Agency only manages parking according to the parking space it has. This problem should be fixed immediately because all parking service users who use parking facilities. There are also parking attendants who are not provided with attributes so that this causes discomfort and public distrust of several parking officers managed by the Karimun Regency Transportation Agency, causing the public to be dissatisfied with the services provided by several parking officers. Therefore, this study will analyze public satisfaction with the parking officer services managed by the Karimun Regency Transportation Agency.

## LITERATURE REVIEW

### Parking Facilities

Parking facilities are locations designated as non-temporary stopping places for vehicles to carry out activities for a certain period of time.

The indicators include (Decree of the Director General Number 272 of 1996)

1. Parking Space Unit (Number of parking spaces available according to parking needs)
2. Convenience of getting in and out of the vehicle and parking the vehicle
3. Vehicle safety at parking locations
4. Easy accessibility to parking facilities

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5. Environmental factors

**Parking rates**

Parking rates are levies for the use of roadside parking lots, the amount of which is determined by the Regency/City Government based on the Law on Regional Taxes and Regional Levies, which are then determined at the Regency/City level with Regional Regulations. (Law No. 28 of 2009 concerning Regional Taxes and Regional Levies)

Mardiasmo (2009: 108) explains that charging public service fees to consumers can be justified for several reasons, namely:

1. The existence of private goods and public goods
2. Economic efficiency
3. Principle of Profit

Where users of these services will receive benefits by being charged direct fees and from the government side they will receive local revenue.

**Parking supervision**

Arni Purwani and Rahma Wahdiniwaty (2017:6) state that service quality is a comparison between the service felt (perception) by customers and the service quality expected by customers.

With Responsiveness Indicators (responsiveness) Reliability (reliability), Assurance (assurance) knowledge and politeness of parking attendants and their ability to ensure quality. Empathy (empathy).

## **2. RESEARCH METHODS**

### **Place and Time of Research**

The study was conducted on parking service users in Karimun Regency. The time of this study was carried out in June 2024 for the survey, August 2024 for the data collection process by distributing questionnaires directly to respondents, then continued with data analysis and September 2024 for the preparation of the research report.

### **Research methods**

This research was conducted using a quantitative research method that is descriptive in nature. Descriptive research only describes situations or events. This type of research aims to create a systematic, factual, and accurate description of the facts and characteristics of a particular population or object. Quantitative research is a method for testing theories by examining the relationship between variables. Each variable is measured by a research instrument that produces data in the form of numbers and is analyzed using statistical procedures. While the type of research used is casual research which aims to prove the relationship between cause and effect of several variables.

### **Research Location**

This research was conducted in Tanjung Balai Karimun, Karimun Regency, especially in the parking area managed by the Regency Transportation Agency and was also conducted at the Transportation Agency Office as a secondary data source in this study. The reason for choosing this location is because it is in the city center with high traffic flow.

### **Population and Sample**

The population of this study were users of parking services in Tanjung Balai, Karimun Regency, which were obtained from the results of a survey by the Transportation Agency to determine the potential for PAD in November and December 2023 at parking facilities/parking locations managed by the Transportation Agency, where out of 24 (twenty-four) parking facilities/parking locations. Sample based on Slovin Formula using alpha 10%. (Sugiyono (2017:81). The sample is respondents who use parking services in Tanjung Balai Karimun and in locations that are economic centers where the number of

parked vehicles is greater than other locations and respondents who can communicate and are willing to be interviewed. With a total of 100 people after conducting a search using the Slovin formula.

### 3. RESULTS AND DISCUSSION

#### Direct Effect Testing

Table 3.1 Direct Effect

| Information                                    | Original Sample | Sample Mean (M) | Standard Deviation (STDEV) | T statistics (jo/STDEV) | P VALUE |
|------------------------------------------------|-----------------|-----------------|----------------------------|-------------------------|---------|
| Parking Facilities – Quality of Service        | 0.304           | 1,307           | 0.128                      | 10,216                  | 0.003   |
| Parkif Dance – Quality of Service              | -0.801          | -0.817          | 0.282                      | 2,839                   | 0.005   |
| Supervision – Quality of Service               | 0.193           | 1.154           | 0.302                      | 3,949                   | 0.001   |
| User Satisfaction – Service Quality            | 0.703           | 0.652           | 0.264                      | 2,665                   | 0.008   |
| Parking Facilities – Service User Satisfaction | -0.043          | -0.047          | 0.075                      | 0.565                   | 0.572   |
| Parkif Dance – User Satisfaction               | 0.421           | 0.399           | 0.140                      | 3.001                   | 0.003   |
| Supervision – User Satisfaction                | 0.620           | 0.648           | 0.127                      | 4.883                   | 0.000   |

Based on table 3.1, the test of the direct influence above can be explained as follows:

1. The variable Parking facilities (X1) on Service Quality (Y) has a t-statistic value of  $0.304 < t$ -table value of 1.96, with a p-value of  $0.003 < 0.05$ , which shows that parking facilities have a significant positive influence on service quality (Ha1 is accepted).
2. The variable Parking Rates (X2) on Service Quality (Y) has a t-statistic value of  $-0.801 < t$ -table value of 1.96 with a p-value of  $0.005 < 0.05$  which shows that Parking Rates have a significant negative influence on service quality (Ha2 is accepted).
3. The Parking Supervision variable (X3) on Service Quality (Y) has a t-statistic of  $0.197 < t$ -table value of 1.96, with a p-value of  $0.001 < 0.05$ , which shows that Parking Supervision has a significant positive influence on service quality (Ha3 Accepted).
4. The variable of User Satisfaction (Z) towards Service Quality (Y) has a t-statistic value of  $0.703 > t$ -table value of 1.96, with a p-value of  $0.008 < 0.05$ , which shows that user satisfaction has a significant positive influence on service quality (Ha4 Accepted).
5. The Parking Facilities variable (X1) on User Satisfaction (Z) has a t-statistic value of  $-0.043 < t$ -table value of 1.96, with a p-value of  $0.572 > 0.05$ , which indicates that parking facilities have an insignificant negative influence on service quality (Ha5 Rejected).
6. The Parking Rates variable (X2) on User Satisfaction (Z) has a t-statistic value of  $0.421 < t$ -table value of 1.96, with a p-value of  $0.003 < 0.05$ , which shows that parking rates have a significant positive influence on service quality (Ha6 Accepted).
7. The Parking Supervision variable (X3) on User Satisfaction (Z) has a t-statistic value of  $0.648 < t$ -table value of 1.96, with a p-value of  $0.000 < 0.05$ , which shows that Parking Supervision has a significant positive influence on service quality (Ha7 Accepted).

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## Indirect Effect Testing

Table 3.2 Indirect Effect

|                                                                               | Original Sample | Sample Mean (M) | Standard Deviation (STDEV) | T statistics (jo/STDEV) | P VALUE |
|-------------------------------------------------------------------------------|-----------------|-----------------|----------------------------|-------------------------|---------|
| Parking Facilities (X1) – service user satisfaction (Z) – Service Quality (Y) | 0.030           | 0.038           | 0.060                      | 0.496                   | 0.620   |
| Parking Rates (X2) - service user satisfaction (Z) - Service Quality (Y)      | -0.296          | -0.273          | 0.165                      | 1,793                   | 0.073   |
| Parking Supervision (X3) - user satisfaction (Z) - Service Quality (Y)        | -0.436          | -0.416          | 0.184                      | 2.375                   | 0.018   |

Based on Table 4.13, testing of the indirect influence above can be explained as follows:

1. The variable of parking service user satisfaction (Z) mediates the determination of parking facilities (X1) on service quality (Y) has a P value of  $0.620 > 0.05$  with a t-statistic of  $0.496 < t$ -table value of 1.96, so parking service user satisfaction has a positive insignificant influence in mediating the determination of parking facilities on service quality (Ha8 is rejected).
2. The variable of parking service user satisfaction (Z) mediates the determination of parking rates (X2) on service quality (Y) has a P value of  $0.073 > 0.05$  with a t-statistic of  $1.793 < t$ -table value of 1.96, so parking service user satisfaction has a negative, insignificant influence in mediating the determination of parking rates on service quality (Ha9 is rejected)
4. The variable of parking service user satisfaction (Z) mediates the determination of parking supervision (X2) on service quality (Y) with a P value of  $0.018 < 0.05$  with a t-statistic of  $2.375 > t$ -table value of 1.96, so parking supervision has a significant negative influence in mediating the determination of parking supervision on service quality (Ha10 is rejected).

## Coefficient of Determination (R-Square)

Table 3.3 Coefficient of Determination

|                                       | R-Square | R-Square Adjusted |
|---------------------------------------|----------|-------------------|
| Quality of Service (Y)                | 0.994    | 0.994             |
| Parking Service User Satisfaction (Z) | 0.998    | 0.998             |

In the table above, the Adjusted R-Square value obtained from the determination of Parking Facilities (X1), Parking Rates (X2), Parking Supervision (X3) and Parking Service User Satisfaction (Z) is 0.994, meaning that the determination of Parking Facilities (X1), Parking Rates (X2) and Parking Supervision (X3) on service quality (Y) is 99.4%, the remaining 0.6% is influenced by other variables outside the variables studied. The R-Square value of the determination of Parking Facilities (X1), Parking Rates (X2), Parking Supervision (X3) on Parking Service User Satisfaction (Z) is 0.998, meaning that the determination of Parking Facilities (X1), Parking Rates (X2) and Parking Supervision (X3) on parking service user satisfaction (Z) is 99.8%, the remaining 0.2% is influenced by other variables outside the variables studied.

## DISCUSSION

### Determination of Parking Facilities on the quality of parking services

Hypothesis testing shows that parking facilities have a positive and significant effect on the quality of parking services. This means that the better and increasing the facilities, the better the Quality of Parking Services. The results show that if the parking facilities are good, there are entrances and exits accompanied by signs and information boards on the number of parking lots. Likewise, vehicle security is maintained, cleanliness around the parking area is maintained, the distance between parked vehicles is not too close, so that the level of vehicle damage is very minimal and the distance between the parking



location and the destination is not too far, so that access from the parking location to the destination is not too far. This finding supports the research results of Srijani & Hidayat (2017), which shows that the hypothesis referred to is fully supported, namely that facilities have a positive and significant effect on service quality. Overall, the average score for facilities is 4.44 and seen from the average based on the category, it is good.

#### **Determination of Parking Rates on Parking Service Quality**

Hypothesis testing shows that parking rates have a negative and significant effect on the quality of parking services. This means that as parking rates decrease, the quality of service increases. The parking rates charged are in accordance with those determined by the government so that the public does not feel disadvantaged by illegal parking officers, with parking rates that have been set according to the services received by the public. Affordable parking rates so that the public is not burdened, the level of parking payment leakage is minimal with the implementation of a one ticket one parking model. And the implementation of subscription parking rates will make the public feel more facilitated so that they do not need to queue when they want to leave the parking area and are cheaper for those who always use parking facilities.

#### **Determination of Parking Supervision on Parking Service Quality**

Hypothesis testing shows that Parking supervision has a positive and significant effect on the quality of parking services. This means that the increased parking supervision then the quality of service increases. Supervision carried out by the Transportation Agency has been very active by visiting the location at least once a day, often arranging parking positions so as not to disrupt traffic flow, especially parking locations on the edge of public roads, always being a pioneer in comfort and security for the public who use parking locations, officers from the Transportation Agency assign their members to go directly to parking locations that are crowded with visitors, namely the Taman Bunga parking location and the Karimun Inter-Island Port. Conducting field inspections of parking officers who do not use the attributes set by the Transportation Agency, taking firm action against parking officers who do not work in accordance with the regulations set by the Transportation Agency. However, the Transportation Agency has not yet taken firm action routinely for parking service users who violate the rules prohibiting parking in certain areas. Delivering and providing information about parking locations, parking fees, parking regulations using electronic media, so that the public can easily get information about parking in Karimun Regency. Although the Suggestion and Criticism Box is not yet available at the parking location by the Transportation Agency.

#### **Determination of Parking Service User Satisfaction with Parking Service Quality**

Hypothesis testing shows that parking service user satisfaction has a positive and significant effect on parking service quality. This means that as parking service user satisfaction increases, service quality increases. The implementation of sanctions for vehicles that park carelessly aims to improve parking services. This is because there are still many drivers who do not park their vehicles in official parking locations. Providing training to parking attendants to improve the competence of parking attendants is also necessary to improve the quality of service to increase the satisfaction of parking service users.

#### **Determination of Parking Facilities on Parking Service User Satisfaction**

Hypothesis testing shows that parking facilities have a negative and insignificant effect on parking service user satisfaction. This means that decreasing parking facilities will decrease parking service user satisfaction. There are several parking locations that are not yet equipped with parking signs, security cameras and information boards or rates at the parking location, so that parking service users are not yet satisfied with the provision of parking facilities.

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**Determination of Parking Rates on Parking Service User Satisfaction**

Hypothesis testing shows that parking rates have a positive and significant effect on parking service user satisfaction. This means that increasing parking rates increases parking service user satisfaction. Parking rates applied by the Transportation Agency are very affordable so that the public is not burdened. Parking rates are charged evenly for all parking locations, and according to the type of vehicle. Parking service users are also satisfied with the services received at the current rates. Parking attendants have also requested parking rates according to the rates set by the government, where the public as a whole has known the applicable rates.

**Determination of Parking Supervision on Parking Service User Satisfaction**

Hypothesis testing shows that parking supervision has a positive and significant effect on parking service user satisfaction. This means that increasing parking supervision increases parking service user satisfaction. Parking supervision carried out by the Transportation Agency has carried out traffic management at parking locations properly, provided direction if the parking location to be used is temporarily converted, always monitored parking locations that are always crowded, parking officers have also used uniforms and appropriate attributes as field officer identities and routinely monitored parking locations that do not have legality (illegal parking).

**Determination of Parking Facilities on Parking Service Quality through Parking Service User Satisfaction**

Hypothesis testing shows that parking facilities have a positive and insignificant effect on service quality through parking service user satisfaction. This means that with increasing parking facilities, service quality decreases through parking service user satisfaction. Parking facilities are the main factor in providing services to the public who use parking lots. Adequate and proper facilities will create comfort for its users. Complete facilities must be balanced with good service as well. With complete facilities but parking attendants provide less than optimal service so that it does not provide satisfaction to the public, even though the facilities are complete, it does not guarantee that the public will feel good quality due to the many unofficial parking locations, where parking fees can be higher or lower than official parking fees and parking attendants who do not provide parking tickets to parking service users as valid proof of payment.

**Determination of Parking Rates on Parking Service Quality Through Parking Service User Satisfaction**

Hypothesis testing shows that parking rates have a negative and insignificant effect on service quality through parking service user satisfaction. This means that with increasing parking rates, service quality decreases through parking service user satisfaction. The official parking rate is the rate determined by the Department of Transportation that has been socialized to the public, the parking rate greatly determines the quality of service both provided and received by the public. The absence of a parking rate information board and the absence of proof of parking in the form of a ticket makes the quality of service less than optimal so that User Satisfaction is not obtained optimally.

**Determination of Parking Supervision on Parking Service Quality Through Parking Service User Satisfaction**

Hypothesis testing shows that Parking Supervision has a negative and significant effect on Service Quality through Parking Service User Satisfaction. This means that with increasing Parking Supervision, Service Quality decreases through Parking Service User Satisfaction. Parking supervision is actually very necessary in determining the Quality of parking services so that everything runs well, there are no many illegal parking locations, so that crowded parking locations do not experience chaos, parking officers also always regulate vehicles that are parked not in the designated locations. The Transportation Agency has also assigned officers to parking locations, but there has been no equal distribution of tasks, so that the Quality of service is not achieved optimally. Supervision from the leadership in the form of absences in the field has also not been implemented by the Transportation Agency.



## 5. CONCLUSION

From the research results above, the following conclusions can be drawn:

1. Parking facilities have a significant positive influence on the quality of parking services in Karimun Regency.
3. Parking rates have a significant negative impact on the quality of parking services in Karimun Regency.
4. Parking Supervision has a significant positive impact on the quality of parking services in Karimun Regency
5. User Satisfaction of Parking Services has a significant positive effect on the Quality of Parking Services in Karimun Regency
6. Parking Facilities have a negative but insignificant effect on User Satisfaction with Parking Services in Karimun Regency
7. Parking rates have a significant positive effect on the satisfaction of parking service users in Karimun Regency.
8. Parking Supervision Determines Significant Positive Impact on User Satisfaction of Parking Services in Karimun Regency
9. Parking Facilities have a positive but insignificant influence on Parking Service Quality through Parking Service User Satisfaction in Karimun Regency.
10. Parking rates have a negative and insignificant effect on the Quality of Parking Services through User Satisfaction of Parking Services in Karimun Regency.
11. Parking Supervision has a significant negative effect on Parking Service Quality through Parking Service User Satisfaction in Karimun Regency.

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