



Public Satisfaction in the Management and Use of Green Open Space in Manado City, North Sulawesi Province

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Abstract

The community has the right to utilize public open spaces. Therefore, the government has the responsibility to provide public open spaces and provide supporting facilities that can be used by the community according to their designation. Manado City in implementing Law Number 26 of 2007 has provided public open spaces for the community. The availability of public open spaces has been utilized by the community for sports activities, recreation or simply interacting with others. The open spaces that are often used by the people of Manado City besides the Blessing Park and the coastal reclamation park are also the Sparta Tikala Field, the Wenang National Unity Park, and the KONI Sario Field. However, in its management and utilization, several complaints are still found from the community. This study was conducted to identify and analyze community satisfaction in the management and use of green open spaces in Manado City. The research design used is qualitative with a descriptive approach. Data were obtained by conducting interviews with the community who use green open spaces and the managers of green open spaces. Observations were made by visiting the existing green open spaces directly and observing all the facilities available and the activities carried out by the community when they were in the green open space. Secondary data collection was conducted by utilizing Google Scholar and ResearchGate to obtain references that can support the achievement of research objectives. Data analysis was conducted using the stages of data reduction,

Introduction

Law Number 25 of 2009 explains that the government has the responsibility to provide services to the community in terms of administration, procurement of goods and services. Law Number 26 of 2007 and Regulation of the Minister of Public Works Number: 05/PRT/M/2008 give the government the responsibility to provide and manage green open spaces that can be used by the community. The rapid growth of urban areas and the increasing pattern of social interaction make city dwellers need a certain place to be able to rest for a while, exercise or establish relationships with each other (Arisandi et al., 2020). On many occasions, public open spaces in urban areas are observed to be used by the community not only for sports, walking, sitting but also as a place to gather with friends or family. It is also often used to train children to socialize and play with each other. The presence of public open spaces is also used as a place to sell food and drinks for street vendors (Pengemanan et al., 2022). The Manado City Government has provided green open spaces that can be used by the community according to their needs and designations. Open spaces that are often used by the people of Manado City besides the Blessing Park and the coastal reclamation park are also the Sparta Tikala Field, the Wenang National Unity Park, and the KONI Field (Pengemanan et al., 2022). The need for public green open spaces (RTH) in Manado City based on the area is 3848.16 hectares or

24.47% of the area of Manado City. The existing condition of the availability of Public RTH in Manado City is 1537.02 hectares or 9.8%, so to meet the need for Public RTH based on the area of 3848.16 hectares, an additional RTH area of 2311.14 hectares or 14.67% is still needed. The types of urban RTH in Manado City include city parks, city forests, green belts, water catchments, river banks, coastal borders, sports fields and public cemeteries. The total availability of Manado City Public Green Open Space is 1537.02 hectares. Kairupan assumes that the data on green open spaces in Manado City is still very lacking (Kairupan et al., 2020). Green open spaces in Manado City from initial observations and reviews of references (Krisifu et al., 2019); show that they have not been used optimally by the community. Access and clarity of use by the community are not widely known as found in the God Blass Boulevard open space, poorly maintained facilities at Sparta Tikala Field, Widely used by traders in Taman Kesatuan Bangsa, lack of cleanliness at Koni Sario Field and poorly maintained and no supporting facilities such as those found in the Bantik Malalayang Field green open space, Tarnate Tanjung Village Field or in other sub-districts. Likewise, there is confusion in the management and provision of green open spaces in the Pantai Boulevard reclamation area (Bahu Mall Area, Mantos Shopping Center Area, Mega Mall Shopping Center Area and Marina Plaza Reclamation Area).

Green open spaces in Manado City emphasize aspects of policy implementation, land availability and needs as well as suitability with their functions (Latawa et al., 2021). Green open spaces have not functioned as places of recreation, research objects, education and training and sports venues (Natari et al., 2018). The existence of green open spaces has not been equipped with facilities according to their function (Budhyowati, 2019) or it can also be said that the existing facilities are lacking and not functioning (Esariti et al., 2020). Mandatory public open spaces should provide facilities that can be accessed by all groups and age groups (Goličnik & Hompson, 2010) but in many places this is not the case (Pangemanan et al., 2022). Adjustments also need to be made to take into account the existence of certain community groups such as the elderly, the disabled, the disabled and toddlers (Esariti, et al. 2020). The above studies do not provide an explanation that there are various problems related to the provision, management and utilization of open spaces in urban areas faced by the government as a provider of facilities and the community as users of facilities. So that it gives rise to various perceptions and assessments of the management and availability of facilities in green open spaces from the community. The existence of open spaces in terms of quantity or area will not have value from its benefits to the community when managed and used without the availability of facilities and not in accordance with the designation, let alone restrictions on access. Research related to community satisfaction has indeed been widely conducted in the discipline of public administration.

However, those related to the management and use of public open spaces are still very lacking. As a result, the government as a provider of public facilities is faced with a lack of academic recommendations to improve services in the management of public facilities. The government also lacks references and academic recommendations from higher education institutions to improve the assessment of community satisfaction with the procurement of goods and services such as public open spaces.

The void of academic manuscripts and academic recommendations is utilized by researchers through this research. Because this research was conducted to identify and analyze public satisfaction in the use of green open spaces in Manado City. This research activity, in addition to being based on the problem of public satisfaction with the management and use of public open spaces, is also in line with the strategic research plan of Sam Ratulangi University in the field of social humanities, culture and arts through a focus on economic and human resource

studies. The social capital owned by the Manado City Government has the right to public services. Provision of green open spaces is part of the government's responsibility to provide goods and services. Utilizing public open spaces properly and feeling satisfied will make the Manado City Community have social capital in the process of interacting with each other properly. The results of the research process can be used as recommendations from Sam Ratulangi University in helping the Manado City Government make improvements in the management and provision of public open spaces and in increasing public satisfaction.

This research was conducted for the purpose of identifying and analyzing public satisfaction in the use of green open spaces in Manado City. This research activity is in line with the strategic research plan of Sam Ratulangi University in the field of excellence in social humanities, culture and arts through a focus on economic and human resource studies. Because the problem of service satisfaction is very important in shaping society to have the strength to live their lives and interact with others. Research related to public satisfaction in the management and use of green open spaces is part of the study of public service management courses and qualitative research methods in the public administration study program. So that through this research process, researchers and students are trained to apply concepts and theories related to the courses in question in examining and studying the problems faced by society. The results of this study provide new references in adjusting learning plans and in developing the concept of public satisfaction in public service management courses. The benefits obtained from this research are related to the Sam Ratulangi University strategic research plan for 2021-2025 which makes social humanities, arts and culture one of the leading fields. The results of the research process can be used as recommendations from Sam Ratulangi University in assisting the Manado City Government in making improvements in the management and provision of public open spaces and in increasing public satisfaction with the services provided.

Methods

The location of the research was conducted in Manado City, North Sulawesi Province. The object of the research is community satisfaction in the management and use of green open spaces. The research design that will be used is a qualitative design (Creswell, 2014). The selection of a qualitative research design, because through this design it will be to identify and analyze community satisfaction in the management and use of green open spaces in Manado City. The informants interviewed in this study were those who were considered to have knowledge, data and information related to the research object. The target informants are representatives of the elements: 1) Community elements based on age groups and gender who use green open spaces in Manado City; 2) Green Open Space management elements in Manado City.

The data collection techniques used in this study are as follows: a) Interviews. In-depth interviews will be conducted with informants. Interviews are guided by interview guidelines that are prepared as research objects; b) Observation. Observation or direct observation in green open spaces such as Taman Berkat, Taman Kesatuan Bangsa, Lapangan Tikala and Lapangan Koni to conduct observations on the management and use of open spaces in relation to community satisfaction. c) Literature Study (Documentation). Literature study is conducted by collecting documents related to the research problem. Collection of literature documents is carried out by utilizing Google Scholar and ResearchGate to obtain references that can support the achievement of research objectives. The stages of data analysis are carried out by: data reduction, data interpretation and drawing conclusions / data verification. In addition, FGD activities are also carried out to strengthen data analysis. In addition, there will also be meetings in national seminar activities related to the problems of the research object so that a comparison

of data and information can be obtained regarding community satisfaction in the management and use of green open spaces in Manado City.

Result and Discussion

The focus of the problem in this study is on public satisfaction in the management and use of public open spaces. The results of the identification of public satisfaction are very important in improving government performance. Problems related to poor government performance can cause unrest and protests from the community. This has an impact on the lack of public support for every government program. When the community does not support government programs, it will make it difficult for the government to run its government. From this fact, it is seen that the object of the problem related to public satisfaction is very important to do. Because it can be a recommendation for the government in improving the services provided to the community. Studies conducted related to green open spaces in Manado City emphasize aspects of policy implementation (Natari et al., 2018), calculation of land size (Latawan et al., 2021), land availability (Budhyowati, 2019) and needs (Krisifu et al., 2019) as well as suitability with its function (Kairupan et al., 2020) as well as those related to the need for open space (Pangemanan et al., 2022). Until now, the Manado City Government needs to make adjustments to the management and utilization of green open spaces. The availability of facilities to support the benefits of open spaces can be achieved and used by the community. Law No. 26 of 2007 stipulates that one of the functions of urban areas is to fulfill social services. Social services in the function of urban areas are related to public open spaces. The Manado City Government has the seriousness (Edam et al., 2018) and willingness (Kindangan et al., 2018) to carry out urban planning (Salles et al., 2020) as per the Manado City RTRW document for 2014-2034 including fulfilling public facilities (Arisandi et al., 2020). Because Law Number 26 of 2007 and Regulation of the Minister of Public Works Number: 05/PRT/M/2008 which mandates local governments to provide open spaces for use by the community are the basis for the Manado City Government's policy of providing green open spaces. Regulation of the Minister of Public Works No. 05/PRT/M/2008 explains that the definition of Public Green Open Space is Green Open Space owned and managed by the city/district government which is used for the benefit of the general public. Public open space is a space that can function as circulation and can also be a space for recreation that can be accessed by community groups (Esariti et al., 2020). Green open space which is also understood as public space is a space where the entire community has access to use it (Kairupan et al., 2020). Public open space has value as a social function where the community interacts with each other (Norsidah, et.al. 2018). So that green open space can be accessed and used by all community groups including those with special needs, such as the elderly, the disabled and toddlers (Esariti et al., 2020).

Manado City with an area of 15,726.03 Ha has 11 sub-districts and 87 villages with 527,007 people (Budhyowati, 2019) based on Manado City Regional Regulation Number 1 of 2014 states that the provision of green open space is around 6,741 Ha or 42.86% of the city area. The Manado City Spatial Plan 2014-2034 targets public green open space to be planned at 24.47 percent of the area of Manado City. Until 2020, the availability of public green open space in Manado City is 1537.02 Ha or 9.8 percent of the area. This data includes parks in 87 sub-districts and office complexes. So that the need for public green open space in Manado City is 2311.14 Ha or 14.67 percent (Kairupan et al., 2020).

The public green open spaces that are widely used by the people of Manado City are Sparta Tikala Park which is located in front of the Manado Mayor's Office with an area of 1,323.46m², Kesatuan Bangsa Park (City Center) in Wenang District with an area of 825 m², Megasurya Nusa Lestari Park (Megamas) with an area of 1,350 m² and Gad Bless Park (God Blass Park)

which is located on Jalan Boulevard Sario. These parks are used every day by the people of Manado City for sports, playing, recreation or culinary places. However, these parks are also often used as venues for concerts, exhibitions or socio-religious activities (Pangemanan et al., 2020). while the KONI Sario open space is more often used for sports activities or ceremonies.

Facilities in public open spaces in Manado City (Pangemanan et al., 2022) are: 1) Taman Berkat (God Bless Park) managed by the Manado City Government has facilities including a religious activity room; skateboard field, basketball court, rock climbing, food stalls, toilets, lighting and parking; 2) KONI Sports Field managed by the North Sulawesi Provincial Government has facilities for running tracks, soccer fields, toilets, parking and eating places; 3) Taman Kesatuan Bangsa managed by the Manado City Government has facilities for an open theater, Dotu Lolong Lasut monument, tourist information center, children's playground; food/coffee stalls, lighting, seating, flower garden, water park/fountain pool; 4) Sparta Tikala Field managed by the Manado City Government has facilities for soccer fields, basketball courts, toilets, running tracks, children's playgrounds, outdoor fitness equipment, lighting facilities; 5) Taman Megasurya Nusa Lestari or often referred to as Taman Pohon Kasih (Megamas) managed by Nusa Lestari has facilities for running tracks, basketball courts, lighting facilities.

The use of public space as a space that serves physical and mental needs, provides knowledge to its visitors, as well as a node and means of social communication to create interaction between community groups¹. So that the community can make green open spaces a place to relax, play, walk and read. Therefore, the provision of public green open spaces in the type of RTH Environment includes community parks, village parks, sub-district parks (PU Regulation No. 05 / PRT / M / 2008). Green open spaces are also built to fulfill several basic functions, namely bioecological functions (air circulation systems, micro climate regulators, shade, oxygen producers, rainwater absorbers), socio-economic (productive) and cultural functions that are able to describe local cultural expressions, communication media for city residents and recreation areas and urban ecosystem functions, urban producers and aesthetics (Caesarina and Saubari, 2019). Green open spaces are manifested in the form of city parks as water catchment areas, recreation and communication areas for city residents.

The community in the use of green open spaces is related to its function. So that in management and utilization it must also be adjusted to the availability of facilities. Green open spaces as public facilities should be accessible to all groups but are considered unfriendly for children (Goličnik et al., 2010). Public facilities in the form of parks as places that are widely chosen by the community (Budhyowati, 2019). Therefore, as a public open space, it is mandatory to be equipped with facilities to support the community's recreation, playgrounds (children/toddlers), flower gardens, special gardens (for the elderly), and limited exercise. Public facilities that should be available in open spaces include toilets (at least 2 for male and female visitors), prayer rooms (available and equipped with ablution places), food stalls, lighting (adequate and evenly distributed in the area), security (available, with a radius of 1 km) and play facilities for children (Esariti, 2020). The availability of facilities in green open spaces is not all in accordance with In addition to the availability of public facilities in green open spaces, it is also necessary to understand the ease of access and use. Many available green open spaces are difficult for the community to access and use. Often the community is faced with various rules that make it difficult for the community to use them. As a result, it causes unrest which has an impact on public dissatisfaction with the services provided by the government in managing green open spaces.

Public satisfaction with public organizations is very important because it is related to public trust (Suandi, 2019). The better the governance and quality of services provided, the higher the

public trust (high trust) (Harbani, 2019). The word satisfaction comes from the Latin "satis" which means good enough, adequate, and "factio" which means to do or make (Fandy & Chandra, 2005). Satisfaction can be "an effort to fulfill something" or "to make something adequate". Satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance or results. If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied (Damayant, et al., 2019). If performance exceeds expectations, the customer is very satisfied or happy (Damayant, et al. 2019). Public satisfaction is an important part of public service. Law Number 25 of 2009 is a medium that can understand how important the assessment of public services is through public satisfaction. Satisfaction is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or specialties of a product or service, or the product itself, which provides a level of consumer pleasure related to the fulfillment of consumer needs (Kotler and Keller. 2007). Consumer satisfaction can be created through quality, service and value. The key to generating customer loyalty is providing high customer value (Lovelock et al., 2010). Customer satisfaction is a condition in which customer needs, desires, and expectations can be met through the products consumed (Nasution, 2001).

Public Satisfaction is the main factor that must be considered by public service providers, because public satisfaction will determine the success of the government in providing public services (Rezha, 2013). The factors that influence public satisfaction include (Rohmad, 2017): planning, coordination, supervision, and leadership. Public trust will increase if the public gets good service and feels satisfied with the service. As stated in the decree of the Minister of State Apparatus Empowerment Number: Kep / 25 / M.PAN / 2/2004 concerning general guidelines for compiling a public service satisfaction index for government agency service units, there are fourteen relevant, valid, and reliable elements as minimum elements that must be present for the basis for measuring the level of satisfaction, namely service procedures, service requirements, clarity of service officers, discipline of service officers, responsibility of service officers, ability of service officers, speed of service, fairness in getting service, politeness and friendliness of officers, fairness of service costs, certainty of service costs and certainty of service schedules, environmental comfort, service security. Public sector performance indicators in providing satisfaction to the community, need to consider the cost of service indicators, and utilization rates that are quantitative in nature, also include qualitative indicators such as service quality indicators and service standards (quality and standards), which include speed of service, punctuality, speed of response, friendliness, comfort, cleanliness, security, beauty (aesthetics), ethics, and so on. Other indicators concern service coverage and customer satisfaction (citizen's satisfaction). In general, service quality indicators include: reliability, responsibility (ability to respond), assurance, empathy (attention), tangibles (tangible), credibility (honesty), competence (knowledge and skills), access (ease of relationship), courtesy (behavior), security (security) and so on (Susila, 2010). In order to provide satisfactory service to service users, service providers must meet the principles of service based on the Decree of the Minister of State Apparatus Empowerment and Bureaucratic Reform Number 63 of 2003, namely as follows: 1) Transparency, which is open, easy and accessible and provided adequately and easily understood; 2) Accountability, which is accountable in accordance with the provisions of laws and regulations; 3) Conditional, which is in accordance with the conditions and capabilities of the service provider and recipient while adhering to the principles of efficiency and effectiveness; 4) Participatory, which is encouraging community participation in the implementation of public services by paying attention to the aspirations, needs and expectations of the community; 5) Equal Rights, which is non-discriminatory in the sense of

not distinguishing between ethnicity, race, religion, group, gender and status; 6) Balance of Rights and Obligations; namely, the provider and recipient of public services must fulfill the rights and obligations of each party.

Review of the research data shows that public satisfaction with the management and use of green open spaces in Manado City, North Sulawesi Province is as follows:

Transparency

Direct management by the Manado City Government through the Department of Environment and Sanitation, Department of Public Works and Spatial Planning. The intended management is in terms of maintaining facilities and cleanliness in green open spaces. Being open in management, namely in the use of budgets and provision of facilities can be known by the general public through the Manado City government website and in information published around the green open space location.

The use of green open spaces is easy and can be accessed by all levels of society as found in Sparta Tikala Field, Taman Kesatuan Bangsa. However, for Taman Berkat, there are still complaints from the general public regarding the use of facilities and lighting.

The facilities in the Sparta Tikala Field green open space are more adequate compared to those in Taman Kesatuan Bangsa and Taman Berkat. However, overall it is considered inadequate for the elderly, disabled or children.

Direct management of the Use of Green Open Spaces in Manado City in terms of accountability or responsibility in accordance with the provisions of laws and regulations in accordance with the use of the budget and provision of facilities and use. However, regarding the person in charge of the management of Taman Berkat, there are still complaints because there are users who are prohibited from using the public facilities and there is no clear reason for the form of accountability for the prohibition.

Participatory

Real participation from the community related to management is more about the role of maintaining the quality and quantity of facilities (not damaged and not lost) during and after use. As well as the role of the user community to maintain cleanliness in the green open space. The Manado City Government really hopes for direct participation from the community but has not been realized. This can be seen from the facilities and equipment in the green open space not being used properly by the community. The Tikala Sparta field is often used as a parking lot for vehicles, thus damaging the grass of the field. Much garbage was found from users and street vendors, toilet walls that were full of graffiti, pavilions that were often used as beds, and the use of other facilities that were not in accordance with their function and designation.

Equal Rights

The use of green open spaces in Manado City for all levels of society and is not discriminatory in the sense of not distinguishing between ethnicity, race, religion, class, gender and status. All communities have the same thing in using it. The equality of rights that has not been appropriate is only experienced by several groups of young people who will use the basketball court in Taman Berkat who were not allowed by the officers at the location and were not given access to lighting for unclear reasons. However, when this incident was conveyed to the leadership of the Manado City government, it was immediately responded to quickly and resolved properly. So that in its current use it provides equal space to all communities.

Conclusion

Open spaces that are often used by the people of Manado City besides the Blessing Park and the coastal reclamation park are also the Sparta Tikala Field, the Wenang National Unity Park, and the KONI Field. The facilities available include a jogging track, open field, basketball court, sitting area/seat, roofed yard, toilet, vegetation, trash can, and lighting. Poor parking lot, not safe; Poor toilet; not friendly for children and the elderly; no adequate cafeteria. Unclear and poor management Green open spaces are in areas that can be reached directly by public or private transportation. However, they cannot be used by all age groups and are less safe to use at night. The principles of service that are the basis for assessing user satisfaction in services based on applicable policies are only related to transparency, accountability, public participation and equal rights. Management and maintenance of facilities and cleanliness are open, easy and accessible to all levels of society but cannot be used by all age groups. Facilities that are not all available according to their designation in all green open spaces. Accountability in terms of management in accordance with the provisions of laws and regulations. There has not been a pattern of public participation that supports the management and utilization or use of facilities. Even though its use is open to all levels of society and is not discriminatory.

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