

1. Compliance with the requirements or demands;
2. Suitability for use;
3. Repairing continuously;
4. Zero of damage or defects;
5. Meeting the needs of customers since the beginning and at any time;
6. Do everything correctly since the beginning; and
7. Something can make customers happy.

Meanwhile, according to Montgomery (1990: 9) that "quality is the extent to the which products meet the requirements of people who use them". Goetsh and Davis (in Tjiptono, 2000: 51) defines quality as a dynamic condition associated with products, people, processes and environments that meet or exceed expectations.

The concept of public service, according to Saifullah (1999: 5), namely: "the services provided to the public who are citizens or lawfully become a resident of that country". Pamudji (1994: 21-22) defines public service as "activities that aim to meet public demand for goods and services". Opinion was seen that the problem related to the services the community needs will issue certain things.

In terms of government services, customer designation is identical with the community because the service is intended for the public. As according Tjiptono (2000: 5) quality of service focused on addressing the needs and desires as well as their delivery to keep pace with customer expectations. Customer expectations can vary from one customer to another customer, even if the services provided are consistent. In other words, the quality of service is a comparison between the performance of customers' expectations with quality of service (Olsen and Wyckoff in Zulian Yamit, 2001: 22)

It should be mentioned about the dimensions contained in the concept of quality of public servants. On this, Parasuraman, Zeithaml, and Berry (1988: 23) suggests five (5) service quality dimensions, namely:

1. Tangibles. The appearance of physical facilities, equipment, personnel, and communication materials.
2. Reliability. The ability to perform the promised service dependably and accurately:
3. Responsiveness. The willingness to help customers and to provide prompt service.
4. Assurance. The knowledge and courtesy of employee and their ability to convey trust and confidence.
5. Empathy. The provisions of caring, individualized attention to customers.

Concern to the satisfaction of the people as customers appear along with changes in the field of quality management view of the traditional to the modern quality management