Analisis kualitas pelayanan Kehumas pada Biro Umum dan Humas Departemen Perdagangan = Analysis of public relation service quality in Biro Umum dan Humas, Departemen Perdagangan

Agus Purwanto, author

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Abstrak

<i>Biro Umum dan Humas Departemen Perdagangan is one of echelon ll unit in Departemen Perdagangan, which one of the function it conduct service activities of liaison to public, covering information service to internal and external public. In execution of activity of liaison basically is realizing efficacy of mission which is Biro Umum dan Humas task as institution developing and looking after organizational image.

This research aim to knowing the quality of service of existing liaison this moment, and quality of expected by customer. Model used to analyse the quality of service use theory of SERVQUAL, what consist of five dimension that is reliability, responsiveness, assurance, empathy, and tangibles. Data analysis cover test of reliability, validity test, measurement of satisfaction storey level. Technique intake of data the used is spreading of questionnaire at customer of liaison in Biro Umum dan Humas, so that got l45 responder as research data sample.

Result of analysis data as whole there are service quality differences equal to -1,04 with satisfaction storey-level equal to 72,55%. This matter pointed that quality of service givem liaison still not chance yet, according to customer. Dimension of empathy and indicator sympathetic attitude of officer (QI4) owning lower service quality gap, and highest satisfaction storey-level . While dimension of tangibles, and indicator office equipment (QIS) owning highest service quality gap, and lower storey-level satisfaction.</i>