

## Analisis kualitas pelayanan perizinan surat izin usaha perdagangan pada Kantor Pelayanan Umum dan Perizinan Kabupaten Solok Selatan = The analysis of sevice quality's trade effort license certificate at Licensing and Public Services Office South of Solok Region

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### Abstrak

Di era otonomi daerah, seiring dengan tuntutan reformasi di sektor publik, peningkatan kualitas pelayanan menjadi harapan dari masyarakat luas. Otonomi daerah bertujuan untuk lebih mendekatkan dan menjadikan pelayanan publik menjadi lebih baik. Pelayanan SIUP (Surat Izin Usaha Perdagangan) merupakan salah satu tugas dan fungsi pelayanan publik yang dilakukan oleh Kantor Pelayanan Umum dan Perizinan Kabupaten Solok Selatan. Penelitian ini bertujuan untuk menganalisis tingkat kualitas pelayanan pengurusan SIUP pada Kantor Pelayanan Umum dan Perizinan Kabupaten Solok Selatan. Metode yang digunakan adalah Metode Service Quality ( ServQual ) yang mengukur kualitas pelayanan SIUP berdasarkan lima dimensi yaitu : Tangible, Reliability, Responsiveness, Assurance, Emphaty. Dari hasil penelitian menunjukkan bahwa secara keseluruhan pelayanan perizinan belum mampu memuaskan para pelanggan. Dimensi yang paling mendesak untuk diperbaiki adalah dimensi tangible, kemudian emphaty, reliability, responsiveness dan assurance. Berdasarkan tujuan penelitian dan hasil penelitian, disarankan agar segera membenahi kebersihan dan kenyamanan kantor beserta ruang tunggu, membuat maklumat pelayanan, serta mengadakan pelatihan-pelatihan untuk pegawai yang bertugas melayani pelanggan

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In the regional autonomy era, in line with the demands of public sector reform, improved quality of service to public become crucial. Regional autonomy aims to get closer to public and make public services better. Business License Services (SIUP) is one of the duties and functions of the public service performed by the Office of Public Service and Licensing South of Solok. This study aimed to analyze the level of service quality management of trade license to the Office of General Services and Licensing South of Solok. Method used in thos study is Service Quality (ServQual) that measures the quality of service SIUP based on five dimensions: Tangible, Reliability, Responsiveness, Assurance, empathy. The results showed that overall licensing services have not been able to satisfy the customers. The most urgent dimension is the tangible dimension, then empathy, reliability, responsiveness and assurance. Based on the research objectives and the research results, it is advisable to immediately fix the cleanliness and comfort of the office with waiting room, making edicts services, and conduct training for staff who serve customers