

Analisis persepsi kepuasan pengguna informasi geospasial terhadap pelayanan dari badan informasi geospasial dalam mendukung proses transformasi organisasi di badan informasi geospasial = Analysis of users of geospatial information s satisfaction perception of service provided by geospatial information agency in support of organizational transformation process in geospatial information agency

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Abstrak

[<b>ABSTRAK</b>]

Tesis ini bertujuan untuk menganalisis kualitas pelayanan jasa informasi spasial yang diberikan oleh Badan Informasi Geospasial dilihat dari sisi pengguna informasi spasial sebagai pelanggannya menggunakan lima dimensi kualitas pelayanan yaitu tangible, reliability, empathy, assurance, dan responsiveness, dan untuk menganalisis proses transformasi organisasi BAKOSURTANAL menjadi BIG menggunakan framework 4R. Penelitian ini adalah penelitian kuantitatif dan kualitatif dengan desain deskriptif. Hasil penelitian adalah bahwa masih ada indikator kepuasan yang penyampaiannya masih dibawah harapan, dilihat dari kesenjangan antara harapan pelanggan dengan kenyataan yang diterima. Namun secara keseluruhan kualitas pelayanan informasi spasial dari BIG dipersepsikan sangat memuaskan oleh pelanggannya. Dalam proses transformasi yang sudah dijalankan dan masih dijalankan sampai saat ini, kekurangan yang dirasakan terutama dari sisi peran pimpinan organisasi. Saran yang diberikan adalah perbaikan terhadap atribut kualitas pelayanan yang masih dipersepsikan dibawah harapan, serta peningkatan peran pimpinan dalam proses transformasi organisasi.

<hr><i><b>ABSTRACT</b>

This thesis aims to analyze the quality of spatial information service provided by the Geospatial Information Agency in terms of spatial information users as customers using the five dimensions of service quality, that is tangible, reliability, empathy, assurance, and responsiveness, and to analyze the process of organizational transformation from BAKOSURTANAL to BIG using 4R framework. This research is a quantitative and qualitative type of research with descriptive design. Result of the study is that there are still indicators of satisfaction which delivery is still below expectations, indicated by the gap between customer expectations with services perceived. However, the overall quality of spatial information services provided by BIG, perceived by the customer as most satisfying. In the process of transformation that has been run and still running to this day, the shortcomings perceived is especially the role of the leaders of the organization. Advice given is the improvement of the service quality attributes that are still perceived below expectations, as well as increased leadership role in the process of organizational transformation.</i>;This thesis aims to analyze the quality of spatial information service provided by the Geospatial Information Agency in terms of spatial information users as customers using the five dimensions of service quality, that is tangible, reliability, empathy, assurance, and responsiveness, and to analyze the process of organizational transformation from BAKOSURTANAL to BIG using 4R framework. This research is a quantitative and qualitative type of research with

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