

Analisis kualitas pelayanan surat izin usaha perdagangan (SIUP) pada kantor pelayanan dan perijinan terpadu (KP2T) Kabupaten Banjarnegara = The analysis of service quality s trade effort license certificate at licensing and publik services office of Banjarnegara region

Wahyuningsih, author

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Abstrak

Di era otonomi daerah, sejalan dengan tuntutan reformasi di sektor public, peningkatan kualitas pelayanan menjadi harapan dari masyarakat. Pelaksanaan otonomi daerah yang bertujuan untuk lebih mendekatkan dan menjadikan pelayanan public menjadi lebih baik. Pelayanan Surat Ijin Usaha Perdagangan (SIUP) merupakan salah satu tugas dan fungsi pelayanan public yang dilakukan oleh Kantor Pelayanan dan Perijinan Terpadu (KP2T) Kabupaten Banjarnegara. Penelitian ini bertujuan untuk menganalisis tingkat pelayanan pengurusan SIUP pada Kantor Pelayanan Perijinan Terpadu Kabupaten Banjarnegara. Metode yang digunakan adalah Metode Service quality (ServQual) yang mengukur kualitas pelayanan SIUP berdasarkan lima dimensi yaitu : Tangible, Realibility, Responsiveness, Assurance dan Emphaty.

Dari hasil penelitian menunjukkan bahwa secara keseluruhan pelayanan perizinan belum mampu memuaskan para pelanggan. Dimensi yang paling mendesak untuk diperbaiki adalah dimensi Assurance, diikuti tangible, realibility, emphaty dan responsiveness. Berdasarkan tujuan penelitian dan hasil penelitian, diajukan saran agar segera membuat maklumat pelayanan, papan informasi persyaratan dan biaya perijinan, kegiatan pelatihan untuk pegawai yang bertugas melayani pelanggan, pemeliharaan gedung kantor dan membenahi kebersihan dan kenyamanan ruang pelayanan.

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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 serices better. Business License Services (SIUP) is one of the duties and functions of the public service performed by the Office of Integrated Public Service and Licensing of Banjarnegara region. This study aimed to analyze he level of service quality management of trade license to the Office of Integrated Public Service and License of Banjarnegara Region. Method used in this study is Service Quality (ServQual) that measure the quality of service SIUP based on five dimensions : Tangible, Realibility, Responsiveness, Assurance and Emphaty.

The result showed that overall licensing services have not been able to satisfy the customers. The most urgent dimension is the Assurance dimension, then Tangible, Realibility, Emphaty and Responsiveness. Based on the research objectives and the research result, it is advisable to immediately making edicts services, rules and regulations board, conduct training for staff who serve customers, building maintenance, the cleanliness and comfort for the office with waiting service room for making more and more satisfy the customers.