

Kepuasan masyarakat terhadap kinerja suku dinas pariwisata Kota Administrasi Jakarta Timur dalam memberikan pelayanan perizinan usaha pariwisata = Public satisfaction on the performance of tourism department of East Jakarta Local Government in providing permitting services for tourism businesses / Dian Yunita

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana kepuasan masyarakat terhadap kinerja Suku Dinas Pariwisata Kota Administrasi Jakarta Timur dalam memberikan pelayanan perizinan usaha pariwisata, sehingga dapat diketahui langkah perbaikan yang perlu dilakukan agar kualitas pelayanan yang diberikan kepada masyarakat semakin meningkat. Metode penelitian yang digunakan adalah metode deskriptif dengan menggunakan pendekatan mix method. Pengumpulan data dilakukan dengan mengambil hasil pengisian kuesioner indeks kepuasan masyarakat yang telah disebarkan oleh petugas loket Pelayanan Terpadu Satu Pintu (PTSP) kepada masyarakat yang telah selesai mengurus izin usaha pariwisata. Hasil penelitian menunjukkan bahwa secara keseluruhan kinerja pelayanan perizinan usaha pariwisata di instansi ini adalah baik dengan nilai Indeks Kepuasan Masyarakat 3,12. Namun demikian masih ada beberapa unsur pelayanan yang perlu diperbaiki kualitas pelayanannya yaitu: kedisiplinan petugas pelayanan, kecepatan petugas pelayanan, dan kepastian jadwal pelayanan. Untuk memperbaiki unsur kedisiplinan petugas pelayanan dan unsur kepastian jadwal pelayanan, maka instansi ini perlu melakukan penambahan jumlah SDM untuk melayani masyarakat yang mengurus izin usaha pariwisata. Jika penambahan jumlah SDM tidak memungkinkan, maka instansi ini perlu menerapkan sistem pendaftaran TDUP secara online melalui website. Untuk memperbaiki unsur kecepatan petugas pelayanan, maka instansi ini perlu menganggarkan dan melaksanakan kegiatan sosialisasi kepada masyarakat mengenai persyaratan dan prosedur dalam mengurus izin usaha pariwisata.

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ABSTRACT

The purpose of this study is to determine public satisfaction on the performance of Tourism Department of East Jakarta Local Government in providing permitting services for tourism businesses. Therefore, they can see what improvements are needed in order to increase the quality of public services provided. This is a descriptive study using mix methods approach. Data are collected by taking the results of the public satisfaction index questionnaires that has been distributed by the One Stop Service Center (PTSP) to those who has completed the tourism

business permit administration. The results show that the overall performance of tourism businesses' permitting services provided by the department can be categorized as good with the value of 3.12 public satisfaction index. However, there are some issues of service that need to be improved, such as discipline of service officer, agility of service officer, and certainty of service schedule. To improve discipline of service officer and certainty of service schedule, the department needs to increase the amount of human resources providing permitting services for tourism businesses. If the increase of the number of human resources is not possible, then the department needs to implement a TDUP online registration system through the website. To improve agility of service officer, then the department needs to budget and conduct socialization to the public on the requirements and procedures of tourism business permit administration, The purpose of this study is to determine public satisfaction on the performance of Tourism Department of East Jakarta Local Government in providing permitting services for tourism businesses. Therefore, they can see what improvements are needed in order to increase the quality of public services provided. This is a descriptive study using mix methods approach. Data are collected by taking the results of the public satisfaction index questionnaires that has been distributed by the One Stop Service Center (PTSP) to those who has completed the tourism business permit administration. The results show that the overall performance of tourism businesses' permitting services provided by the department can be categorized as good with the value of 3.12 public satisfaction index. However, there are some issues of service that need to be improved, such as discipline of service officer, agility of service officer, and certainty of service schedule. To improve discipline of service officer and certainty of service schedule, the department needs to increase the amount of human resources providing permitting services for tourism businesses. If the increase of the number of human resources is not possible, then the department needs to implement a TDUP online registration system through the website. To improve agility of service officer, then the department needs to budget and conduct socialization to the public on the requirements and procedures of tourism business permit administration]