

# Program intervensi awareness enhancement and public service motivation training untuk meningkatkan kualitas pelayanan publik di instansi PQR = Intervention program of awareness enhancement and public service motivation training to improve public service quality in institution PQR / Rovazio Okiiza

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## Abstrak

### <b>ABSTRAK</b><br>

Berdasarkan indeks reformasi birokrasi tahun 2014, target pada Renstra instansi PQR tahun 2015-2019, dan Survei Indeks Kepuasan Masyarakat tahun 2014, diperoleh hasil bahwa kualitas pelayanan publik di instansi PQR yang diukur melalui kinerja pelayanan (service performance) pegawai masih rendah dan belum memenuhi harapan organisasi. Berdasarkan analisis, penyebab rendahnya kinerja pelayanan ini disebabkan oleh tiga kemungkinan yang terefleksikan dalam konstruk: orientasi tujuan belajar (learning goal orientation), motivasi pelayanan publik (public service motivation) dan kepuasan kerja (job satisfaction). Dari hasil perhitungan regresi, dari ketiga penyebab tersebut, hanya orientasi tujuan belajar dan motivasi pelayanan publik yang berpengaruh signifikan terhadap kinerja pelayanan. Dari hasil ini diinterpretasikan bahwa penyebab rendahnya kinerja pelayanan publik pegawai instansi PQR disebabkan oleh orientasi tujuan belajar dan motivasi pelayanan publik yang rendah pada pegawai. Oleh karena itu, program intervensi yang disusun untuk memperbaiki kualitas pelayanan publik di instansi PQR adalah Awareness Enhancement and Public Service Motivation Training

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### <b>ABSTRACT</b><br>

Based on the index of bureaucratic reform in 2014, the target in the Strategic Plan 2015-2019 of institutions PQR, and Community Satisfaction Index Survey 2014, showed that the quality of public services in institutions PQR measured by the service performance of employees is still low and does not meet organization expectations. Based on the analysis, the causes of low performance of these services due to three possibilities which were reflected in the constructs: learning goal orientation, public service motivation and job satisfaction. From the results of the regression analysis, the cause of the third, only learning goal orientation and motivation of public service that significantly influence the services performance. From these results be interpreted that the reasons for poor performance of public services in institution PQR caused by low learning goal orientation and low public service motivation. Therefore, intervention program of Awareness Enhancement and Public Service Motivation Training is structured to improve the quality of public services in institutions PQR.