

Kualitas pelayanan contact center badan narkotika nasional sebagai bentuk pengaduan pelayanan publik dalam rangka meningkatkan partisipasi masyarakat = The quality of contact center service of the national narcotics board as a form of public service complaint in increasing community participation

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Abstrak

Penelitian ini bertujuan untuk mengetahui kualitas pelayan Contact Center Badan Narkotika Nasional BNN dalam mengelola informasi dan pengaduan masyarakat, mengetahui hambatan yang dihadapi serta upaya dalam pengembangan pelayanan BNN mengenai pencegahan, penyalahgunaan dan peredaran gelap narkoba. Penelitian ini adalah penelitian deskriptif dengan menggunakan pendekatan kualitatif. Teknik pengumpulan data dilakukan dengan wawancara, observasi, dokumentasi. Penelitian ini menggunakan metode SERVQUAL dengan memfokuskan pada dimensi kualitas pelayanan publik terdiri dari tangible, reliability, responsiveness, assurance dan empathy. Indikator dan ukuran kualitas pelayanan Contact Center BNN dijadikan sebagai acuan. Hasil penelitian menunjukkan kualitas pelayanan publik Contact Center BNN sudah cukup baik, ditandai dengan mekanisme pelayanan sesuai dengan standar operasional prosedur SOP, sikap, perilaku petugas yang sopan dan ramah, sarana dan prasarana yang memadai, memiliki sistem informasi pelayanan yang terkomputerisasi dan terintegrasi dengan semua media akses. Hambatan yang dihadapi yaitu belum adanya sistem pengukuran kepuasan masyarakat, tidak semua laporan bidang pemberantasan dapat diproses oleh Direktorat Intelijen Deputy Bidang Pemberantasan BNN, distribusi laporan masyarakat mengenai bidang pemberantasan masih banyak terpusat. Upaya pengembangan yang dilakukan Contact Center BNN yaitu meningkatkan sosialisasi Contact Center BNN dengan SMS Broadcast System SMS Blast, menggunakan teknologi berbasis ANI Automatic Number Identification dan ALI Automatic Location Identification dan membangun Contact Center di setiap Badan Narkotika Nasional Provinsi BNNP.

This research aims to know the The Quality of Contact Center Service of the National Narcotics Board in organizing information and public complaint, to know the obstacles faced in holding the service and to know the development service of BNN on the prevention and eradication of drug abuse and illicit trafficking. This is a descriptive research using qualitative approach. Data collected by interview, observation and documentation. . The research used SERVQUAL method which focused on the dimension of the quality of public service consisting tangible, reliability, responsiveness, assurance dan empathy. The indicator and the measure of the quality of Contact Center service of BNN made as reference. The research result showed that the quality of Contact Center service of BNN is quite good, which indicated by the service mechanism in accordance with standard operating procedure SOP, the attitude of officer which is polite and friendly, adequate facilities and infrastructure, having the computerized information service system and integrated with all access. The obstacles faced in holding the service is that there is no measurement system of public satisfaction, not all reports of eradication field can be processed by the Directorate of Intelligence Deputy BNN Eradication, the distribution of public reports on the field of eradication is still centered. BNN do some effort to develop the Contact Center i.e. organizing socialization on Contact Center BNN using SMS Broadcast System SMS Blast, using ANI Automatic Number

Identification based technology and ALI Automatic Location Identification based technology and establishing Contact Center in each Provincial Narcotics Board BNNP.