

Analisis layanan fasilitas fisik dan jasa creative hub terhadap pelaku industri kreatif di DKI Jakarta = Creative hub facilities and services to support creative industry in DKI Jakarta

Malik Al Karim, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20499653&lokasi=lokal>

Abstrak

Penelitian ini mengidentifikasi profil dan mengukur kualitas layanan fasilitas fisik dan jasa creative hub yang berada di DKI Jakarta. Kuesioner penelitian dikumpulkan dari 7 creative hub swasta dan 5 creative hub Pemerintah DKI Jakarta serta 44 pelaku industri kreatif yang bekerjasama dengan creative hub tersebut. Fasilitas fisik yang tersedia di creative hub adalah ruang studio kerja, ruang workshop, ruang pembuatan prototype produk, ruang kantor bersama, ruang konferensi, pameran, seminar, cafe atau restoran, ruang display produk. Layanan jasa yang ditawarkan oleh creative hub adalah perluasan jaringan, event dan pameran, virtual office, bantuan pemasaran. Analisis SERVQUAL digunakan untuk mengetahui gap kualitas layanan creative hub. Terdapat 3 variabel dari 5 variabel fasilitas fisik yang mempunyai nilai positif yaitu (1) ruang workshop, (2) ruang pembuatan prototype produk (3) Ruang Konferensi, pameran, seminar, dan sebagainya. Layanan jasa kreatif secara keseluruhan mempunyai nilai yang dibawah ekspektasi dari pelaku industri kreatif dengan hanya satu variabel yaitu bantuan pemasaran yang mempunyai penilaian diatas ekspektasi pelaku industri kreatif. Uji-t berpasangan dan willcoxon signed rank test untuk mengetahui signifikansi gap layanan creative hub yang dirasakan pelaku industri kreatif. Variabel yang mempunyai nilai signifikan tidak sesuai ekspektasi dari pelaku industri kreatif adalah (1) Know-how, (2) pengembangan bisnis dan komunitas/layanan inkubasi bisnis dan teknologi, (3) Pelatihan (training), (4) ruang virtual.

<hr>

This research identify the profiles and to measure the quality of creative hub facilities and services in DKI Jakarta. The questionnaires of the research are collected from 7 private creative hubs and 5 creative hubs of DKI Jakarta Government and 44 creative industry actors working with the creative hub. The physical facilities which are available in the creative hub are studio space, workshop space, space to develop the prototype products, shared workspace, conference room, exhibition, seminar, or restaurant, product display room. The services offered by the creative hub are network expansion services, event and actors, virtual office and marketing assistance. SERVQUAL analysis is used to know the gap of the quality of creative hub service. There are 3 variables of 5 variables of physical facilities that have positive values, namely (1) Workshop space, (2) space to develop the prototype products (3) Conference rooms, exhibitions, seminars, and others. The Creative services overall have a value that is below the expectations which only have one variable that is marketing assistance that has the assessment above the expectations. The paired t-test and Wilcoxon signed rank test are used to find out the significance of the gap of creative hubs services perceived by the creative industry actors. The services that have significant value which are not expected by the creative industry actors are (1) Know-how, (2) The business development and community/services of business incubation and Technology, (3) Training, (4) virtual space.