

Analisis kualitas pelayanan masyarakat di Kantor Lurah se-Kotamadya Jakarta Timur

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Abstrak

Pemerintah Kelurahan se-Kotamadya Jakarta Timur merupakan Perangkat Kotamadya Jakarta Timur dalam Pelaksanaan Pelayanan Masyarakat di Kelurahan, Pemerintah Kelurahan mempunyai tugas melaksanakan pelayanan masyarakat di wilayah kelurahan. Dimana Kotamadya Jakarta Timur terdiri dari 5 kecamatan dan 65 Kelurahan.

Penelitian Analisis Kualitas Pelayanan Masyarakat di Kantor Lurah se-Kotamadya Jakarta Timur merupakan penelitian deskriptif yang dilakukan untuk mengetahui seberapa besar tingkat kepuasan masyarakat terhadap kualitas pelayanan masyarakat di kantor-kantor lurah se-Kotamadya Jakarta Timur dilihat dari dimensi Tangibility, Reliability, Responsiveness, Assurance dan Empathy. Disamping itu penelitian ini juga ingin mengetahui faktor-faktor apa saja yang mempengaruhi tingkat kepuasan masyarakat sebagai penerima layanan di Kantor-kantor Lurah sekotamadya Jakarta Timur.

Kualitas diukur atas dasar kinerja pelayanan dan harapan dari masyarakat sebagai penerima layanan di Kantor-Kantor lurah se-Kotamadya Jakarta Timur. Kinerja diukur dari persepsi masyarakat mengenai layanan yang telah mereka terima, sedangkan harapan diukur dari anggapan masyarakat tentang idealnya pelayanan yang diberikan oleh pihak kelurahan. Tingkat kepuasan masyarakat diukur berdasarkan mean score dan persentase tingkat kepuasan dari 350 responden dengan mempergunakan model pengukuran Kualitas Jasa SERVQUAL yang terdiri dari dimensi Tangibility, Reliability, Responsiveness, Assurance dan Empathy. Dimensi-dimensi tersebut kemudian dijabarkan menjadi 21 indikator variabel berbentuk pertanyaan-pertanyaan yang terdapat dalam kuesioner. Data yang diperoleh kemudian dilakukan analisis validitas, reliabilitas, tingkat kepuasan mean score, persentase serta analisis faktor.

Hasil penelitian menunjukkan bahwa dari 21 indikator variabel hanya 20 indikator variabel yang valid dan reliabel untuk dianalisis lebih lanjut, dimana indikator variabel pendelegasian wewenang pengesahan (Q13) direduksi karena tidak valid. Dari hasil analisis diperoleh rata-rata tingkat kepuasan untuk masing-masing dimensi sebesar : -0,885 (tangibles), -0,860 (reliability), -0,687 (responsiveness), - 0,744 (assurance) dan - 0,613 (empathy). Sedangkan dilihat dari masing-masing indikator variabel, hasil tertinggi berdasarkan mean score dengan nilai -0,34 adalah indikator variabel kemampuan aparat (Q14) dengan tingkat kepuasan 90,82% dan keramahan aparat (Q15) dengan tingkat kepuasan sebesar 91,17% dan terendah adalah indikator variabel kesopanan aparat (Q16) dengan nilai -1,54 dengan tingkat kepuasan 63,68%. Hasil analisis faktor dari 20 indikator variabel yang reliabel dan valid terbentuk 5 faktor yang menjadi pertimbangan masyarakat sebagai penerima layanan di Kantor-kantor Lurah se-Kotamadya Jakarta Timur, kelima faktor tersebut sebagai berikut (1) faktor empathy (35,311%); (2) faktor keandalan pelayanan (15,908%); (3) faktor kantor dan penampilan aparat (7,35%); (4) faktor sikap aparat (5,904%); dan (5) faktor Fasilitas dan Ketanggapan

Aparat (5,536%).

Berdasarkan hasil-hasil yang diperoleh dalam penelitian ini, disarankan untuk meningkatkan faktor-faktor yang menjadi pertimbangan masyarakat sebagai penerima layanan di Kantor-kantor Lurah se-Kotamadya Jakarta Timur mengingat skor tingkat kepuasan keseluruhan indikator variabel bernilai negatif.

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<i>Government of Chief of village in East Jakarta District, represent Municipality Jakarta East Peripheral in Service Execution Socialize in Chief of village, Governmental the Chief of village have duty execute public service in chief of village region. Where Municipality in East Jakarta consisted of 5 sub district and 65 Chief of village.

Research Analyze Quality of Public Service in Office of Chief of village in East Jakarta District represent descriptive research conducted to know how big amount public satisfaction to quality of public service in office of chief of village in East Jakarta seen from dimension : Tangibility, Reliability, Responsiveness, Assurance And Empathy. Beside that this research also wish to know any kind factors of influencing level of public satisfaction as receiver of service in Office of Chief of village in East Jakarta District.

Quality measured by the basis of expectation and service performance from society as service receiver in Office of chief of village in East Jakarta District. Performance measured from public perception to hit services which they have been accepted, while expectation measured from ascription socialize about ideally the service given by chief of village. Amount of public satisfaction measured by pursuant to mean score and percentage amount satisfaction from 350 respondent utilize model Service Quality (SERVQUAL) measurement consisted by dimensions are Tangibility, Reliability, Responsiveness, Assurance And Empathy. The Dimension is then formulated to become 21 variable indicator of form questions which is there are in questioner. Data obtained then conducted by analyze reliability, validity, amount satisfaction mean score and percentage also factor analyze.

Result of research indicates that from 21 indicators of variable only 20 indicators of variable which reliable and valid to be analyzed furthermore, where indicator of variable of delegation of authentication authority (Q13) reduced because do not valid. Than result analyze obtained a mean amount satisfaction to each dimension equal to : - 0,885 (tangibles); - 0,860 (reliability); - 0,687 (responsiveness), - 0,744 (assurance) and - 0,613 (empathy). While seen from each variable indicator, highest result pursuant to mean of score with value - 0,34 is indicator of variable of ability officer (Q14) with level of satisfaction 90,82 % and sociability officer (Q15) with level of satisfaction equal to 91,17 % and lowest indicator of variable of courtesy officer (Q16) with value - 1,54 with level of satisfaction 63,68 %. Result of analysis of factor from 20 indicator of variable which reliable and formed by valid 5 factor becoming consideration socialize as receiver of service in Office of Chief of village in East Jakarta District, fifth of factors mentioned as by following (1) empathy factor (35,311%); (2) service reliability factor (15,908%); (3) office and appearance officer factor (7,35%); (4) officer attitude factor (5,904%); and (5) Facility and Response officer factor (5,536 %).

Pursuant to pickings obtained in this research, suggested to increase the factors becoming consideration

socialize as service receiver in Office of Chief of village in East Jakarta District remember score amount negative valuable satisfaction all of variable indicators.</i>