

Analisis kualitas pelayanan di koperasi pegawai pemerintah daerah (KPPD) propinsi DKI Jakarta tahun 2004

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Abstrak

Analysis of Quality of Service in Co-Operation Officer Local Government (KPPD) Province DKI Jakarta This Background Research is with existence of elementary and important problems that is satisfaction of member (customers) to quality of given by service is organizer of Co-Operation Officer Local Government Employees (KPPD) Province DKI Jakarta because since standing year 1979 hitherto have never been known how in fact the condition of service executed by organizer/official member of co-operation.

Target of Researcher is researching that is: First, to know and analyze how far according between level importance of service elements according to member perception to quality of given by service is Co-Operation Officer Local Government (KPPD) Province DKI Jakarta with good service assumption meanly is. Second, wish to know service attribute map and profile according to dimension of quality of service at Diagram cartesius. Method data collecting by using data and questioner analyzed by descriptive qualitative quantitative and than is quantitative.

Research population is co-operation officer serving/manifestation from service. Responder population amount to 1000 member. While intake of sample done by wearing accidental sampling technique (coincidence), where researcher incidentally come in contact with a governmental officer of DKI Jakarta province becoming member and which have got money loan service from KPPD. Consideration Intake of sample by using accidental technique is limitation of time, responder have difficult and homogeneous characteristic of identification what is a Governmental employees of DKI Jakarta have become KPPD member or not yet and have got money loan service. Amount of sample determined by at least 4 or 5 times the amount of the amount of attributes which is used in research. Because research attribute counted 22 attributes hence amount of sample become 88 people. But to anticipate sample responder data deviation determined to amount to 100 people.

To analyze this research data is used by quantitative descriptive method and know level satisfaction [of] member to quality of service [in] KPPD Province DKI Jakarta, used by Importance-Performance Analysis, John A Martin John and C. James (Supranto J, 2001:239) or Analysis Level Have interest and Performance/satisfaction of Customers. For the value of level importance of member used by Likert scale (assessment weight 1-5) in series consist of Vital Importance Is, Important, Important Enough, Insignificant and Very Insignificant while value mount performance/execution is Very Satisfied Is, Satisfied, Enough Satisfy, Dissatisfy and Very Disgruntled.

Pursuant to analysis result of research by using Importance-Performance Analyze, John A Martin John and

C. James. Mount According to Importance and Satisfaction of Member with average value according to 83,5% according to its value scale is satisfying to mean the quality of KPPD Province DKI Jakarta performance or service to member/customers assessed by goodness.

There are some matter which must be paid attention by Co-Operation DKI relate to importance of member which not yet earned to be fulfilled by Co-Operation DKI that is: ability of employees in giving service, technological usage in service (computerization), service office hours, attention by personal importunate things. This matter can overcome with mounting commitment all Co-Operation DKI element to serve and fulfill importance and expectation all its member.

Finding priority scale can be made by reference to increase the quality of Co-Operation DKI service, so that importance of member earn fulfilled so that can gratify Co-Operation DK1 member customer. This Matter can be gone through by improving communications among official member of Co-Operation DKI with its member, fulfilling member rights, fulfilling and giving the understanding of to member rights and obligations. If Co-Operation DKI member lick lips to the accepted service, hence will create high member loyalty to Co-Operation DKI, which is on finally Co-Operation DKI will grow and expand, caused by ground is profiting each other between Co-Operation DKI and the members.

(xiv + 125 page + 6 Chapter + 52 tables + 15 diagram + 5 enclosure)

BIBLIOGRAPHY: 41 book + 8 journal (1997 till 2003)</i>