

## Analisis kualitas pelayanan jasa keprotokolan pada Biro Protokol dan Kerumahtanggaan Sekretariat Wakil Presiden

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### Abstrak

Recently society requirement to get good services is a problem facing by government either in private sector. Government as the only institution who give service monopolizes the fulfillment of public needs to their stakeholder.

The research purpose to view quality services of protocol at Protocol and Household Bureau of Vice President Secretariat using service quality concept as well as knowing that exceeds level customer's expectations with the work achieved, to analyze the different level of customer expected of services with service quality dimension and to find out employee evaluations according Ts McKinsey Model.

Five dimensions of quality service explained by Zeithmal, Berry and Parasuraman (1990:21) are reliability, responsiveness, assurance, empathy and tangible.

Waterman and Robert (1984:11) define 7 important factors as a framework of quality services are considered shared vision and value, strategy, skill, structure, system, staff and style.

Valuation method used in this thesis is descriptive analyze. The data consists of primer data (by questioner) and secondary data (penetrate interview).

The Jesuit of research showing that protocol has good works (59,55 %) with conformity level 83,68 °I°. Statistic calculation showing there was no differences between customer's evaluation with five dimensions service quality to face stakeholder requirement. Protocol and Household Bureau with all of the resources consider shared vision and values, strategy, structure, system, staff, skill and style as important aspect in service quality base on The 7's McKinsey Model.

Theoretical this research give benefits to many units in Secretariat of Vice President's Office especially for Protocol and Household Bureau as reference to the next research in more complex and comprehensive unit analysis.

In practical this research can be used by Protocol and Household Bureau of Vice President Secretariat for making decision strategy that increase their service quality and performance.