

Tujuh faktor yang mempengaruhi kualitas pelayanan di UPT

Wahyuni Ambarwati, author

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Abstrak

UPT (Unit Pelaksana Teknis) Balai Kesehatan Hewan dan Ikan, Dinas Peternakan, Perikanan dan Kelautan Propinsi DKI Jakarta mempunyai tugas menyelenggarakan pengujian laboratoris terhadap spesimen hewan dan ikan, pelayanan kesehatan hewan, pelayanan kesehatan ikan, observasi dan depopulasi hewan rentan rabies. Dalam menjalankan tugas tersebut selalu ada problema kesehatan hewan yang senantiasa mengikuti kehidupan manusia sepanjang kehidupan manusia di dunia. Juga adanya fenomena penurunan hewan yang diperiksa dan penurunan jumlah spesimen yang diuji di laboratorium. Dari segi sarana dan prasarana yang ada dalam pelayanan berupa sarana gedung dan peralatan teknis yang digunakan juga belum mencukupi sehingga belum sepenuhnya mampu menangani semua jenis pemeriksaan.

Pelayanan dikatakan berkualitas, apabila pelayanan tersebut sesuai dengan kepentingan atau harapan masyarakat, sehingga masyarakat merasa puas atas pelayanan yang diterimanya. Pemimpin harus mengetahui faktor mana yang dianggap penting yang perlu dilakukan pembenahan, oleh sebab itu perlu dilakukan important - performance analysis.

Permasalahan utama yang ingin dikaji berdasarkan ruang lingkup permasalahan adalah sebagai berikut :

1. Bagaimana pengaruh tujuh faktor organisasi terhadap kualitas pelayanan di UPT Balai Kesehatan Hewan dan Ikan ?
2. Berapa tingkat kepuasan masyarakat pengguna jasa terhadap pelayanan di UPT Balai Kesehatan Hewan dan Ikan?

Secara umum tujuan penelitian ini adalah untuk memperoleh informasi mengenai pelayanan di pos kesehatan hewan dan laboratorium UPT Balai Kesehatan Hewan dan Ikan. Dan secara spesifik tujuan penelitian adalah :

- a. Menganalisis dan mendeskripsikan pengaruh tujuh faktor organisasi terhadap kualitas pelayanan di UPT Balai Kesehatan Hewan dan Ikan.
- b. Menjelaskan tingkat kepuasan masyarakat pengguna jasa terhadap kualitas pelayanan di UPT Balai Kesehatan Hewan dan Ikan

Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif dan kuantitatif. Analisis dengan Importance - Performance Analysis dari John A Martila dan John James dalam Supranto (2001: 239).

Responden terdiri dari seluruh karyawan UPT Balai Kesehatan Hewan dan Ikan sebanyak 30 orang dan 285 peternak yang tersebar di 5 (lima wilayah kotamadya. Untuk menjelaskan faktor-faktor yang mempengaruhi kualitas pelayanan, maka digunakan teori model 7-S Mc Kinsey dengan dimensi system, structure, share value, style, staff skill dan strategy. Untuk mengetahui tingkat kepuasan masyarakat digunakan teori

Sketcher untuk menilai kualitas pelayanan pada pemerintah daerah dengan 4 kriteria service characteristic, personal relationship, service setting dan customer power

Hasil temuan sebagai berikut :

1. Faktor yang menjadi prioritas utama untuk segera dilakukan pembenahan untuk meningkatkan kepuasan masyarakat pengguna jasa:
 - a. Gedung ruang pelayanan perlu dilakukan perhaikan, peralatan teknis laboratorium dan peralatan dokter perlu dilakukan perawatan secara rutin.
 - b. Pemahaman terhadap peraluran yang ada berupa juklak dan juknis juga belum sepenuhnya.
2. Tingkat kepuasan masyarakat terhadap layanan di UPT Balai Kesehatan Hewan dan ikan adalah sebesar 83% termasuk dalam kategori puas meskipun belum mencapai kepuasan optimal 100% dan tingkat harapan / kepentingan masyarakat pengguna layanan.

Technical Implementation Unit of Training Center of Animal and Fish Health in the Special Territory of the Capital City of Jakarta has some tasks to hold laboratory test towards animal and fish specimens, animal health services, fish health services, observation and depopulation of animal fragile to rabbles. In implementing its task there are always problems of animal health that always follow the human life in all our life in this world. There is also a phenomenon of decreasing number of animals being checked and of specimens being tested in the laboratorium. From the available facility and infrastructure for the service provision such as building and other technical gadgets used are not yet sufficient so that the unit is not fully capable of handling all types of examination.

The services can be called qualified if the services provided are meeting the needs and expectations of the society. so that they are satisfied with the services received. The management should determine which factors that are considered important to be improved, therefore. it is necessary to conduct important performance analysis.

The main issues that are going to be evaluated based on the scope of the matter are as follows:

1. How are the impacts of the 7 organizational factors towards the service quality in the Technical Implementation Unit of Training Center of Animal and Fish Health in the Special Territory of the Capital City of Jakarta?
2. To what extent are the level of society's satisfaction towards the services in the Technical Implementation Unit of Training Center of Animal and Fish Health in the Special Territory of the Capital City of Jakarta?

Generally the objective of the research is to obtain information about the services in the laboratorium and animal health post of the Technical Implementation Unit of Training Center of Animal and Fish Health in the Special Territory of the Capital City of Jakarta. And the specific objectives of this research are:

1. to analyse and describe the impacts of the 7 organizational factors towards the service quality in the Technical Implementation Unit of Training Center of Animal and Fish Health in the Special Territory of the Capital City of Jakarta;
2. to describe the society's satisfaction level towards the service quality in the Technical Implementation Unit of Training Center of Animal and Fish Health in the Special Territory of the Capital City of Jakarta.

The research uses descriptive method with a qualitative and quantitative approaches. The analysis uses importance-performance analysis from John A Martila and John James in Supranto (2001:239).

There are 28 respondents from all personnel of the Technical Implementation Unit of Training Centre of Animal and Fish Health in the Special Territory of the Capital City of Jakarta and 285 respondents from breeders spreading from 5 municipalities. To explain the factors influencing the service quality, the writer uses the theory of Mc Kinsey 7-S with the dimensions of system, structure, share value, style, skill and strategy. To find out the level of society satisfaction, the writer uses Scelcher theory to evaluate the service quality in the provincial government with 4 criteria: service characteristics, personal relationship, service setting and customer power.

The research findings are as follows:

1. The factors that become the first priorities to be immediately improved to increase the society's satisfaction are:

- a. the building for service provision needs to be renovated, the laboratorium technical gadgets and the veterenary equipments need to be regularly maintained;
- b. the understanding of the prevailing rules such as implementation procedures and technical procedures needs to be thoroughly understood.

2. The level of the society's satisfaction towards the Technical Implementation Unit of Training Centre of Animal and Fish Health in the Special Territory of the Capital City of Jakarta is 83% which includes in the satisfactory category although it has not reached an optimum satisfaction, i.e. 100% and the level of needs and expectations of the society as the service users.