

## Analisis kualitas pelayanan Smart Card di Kantor Imigrasi Batam = Analysis of service quality of smart card at Batam immigration office

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### Abstrak

Recently Service Quality condition in Public sector is undelight in reality, many factor that caused coustrans of service profile in public sector are under estimated from service expectation.

Immigration Office as a Government Institution, which serve the public, is a form of government Employee functions as public servant, for this task therefore public has to be well-served, so there is positive image in public society.

Therefore, the author conducts the research on service that is delivered by Batam Immigration Office based on The Decree of Ministry of Justice Republic of Indonesia, Number M.02.PW.09.021992, on using Smart Card as Investigation Process of Immigration in Batam Check Point area. Smart Card service is a fast service which is given by Batam Immigration Office, as a toolkit to acceralate for solution investigation process of Immigration in many Immigration Check Points in integrated area of Riau Province, but it is not as substitution of Nationality Passport or Travel Document.

The research is aimed to identify service quality of Smart Card in Batam Immigration Office, by using the concept of Service Quality from Zeithaml, Parasuraman and Berry, and to analysis the level of perception and expectation of customer at Batam Immigration Office. Beside that it also want to identify expectation difference level of customer on Service Quality dimension and also, how to position each of service dimension in Cartesian Diagram.

This research used descriptive analytical method. The research involved population of 131 respondents, which consist of three Nationality in SIJORI (Singapore, Johor and Riau). The data resource of this research is Ordinal data using Likert scale. Data collecting method used questionnaire, and the data is analyzed by using SPSS (Statistical Programme for Social Science) 11,0 version.

The result of this research has shown that 76,37% of customers think that the service officer of Smart Card in Batam Immigration Office is good, and the rest of 23,63% still think that it's less than good. Where as statistical result using Chi Square test show that there is no different judgment of customer among five Service Quality dimensions is still the need to improve human resource so that they can meet customers need.

The result of this research academically is useful to all kinds of parties, while Immigration Office can be as the reference material in conducting the next research, but in a wider scope, as well as advanced policy on expansion of Smart Card. This research practically is expected to be a consideration for Batam Immigration

Office in arranging strategy of decision-making on improvement Service Quality and its performance by paying attention at service quality dimensions and aspects, which are considered important to be improved.</i>