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DEPARTEMENT of ADMINISTRATIVE SCIENCE
POSTGRADUATE PROGRAM
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MAJOR in ADMINISTRATIVE and PUBLIC POLICY

ABSTRACT

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ANALYSIS ON SERVICE QUALITY OF
THE LEGALIZATION PROCESS for A LIMITED COMPANY'S LEGAL STATUS
IN DIRECTORATE GENERAL OF LEGAL ADMINISTRATIVE FAIR
DEPARTEMENT OF LAW AND JUSTICE

xvi + 101 pages + 4 pictures + 23 tabels + 3 grafiks + 9 attachments.
Bibliografi: 41 literatur books, 10 magazine/article, 11 documents, 3 thesis (1984-2007).

The Background of this Thesis title is based on importantly service issue in the government which its role become higher related to public interest. The role of public service is conducted by government and involving every public servant with increasingly awareness of society. It is develop into same level in society to be rights i.e. right to service.

The primary of the writing thesis theory is the qualities theory of service which addressed by Zeithaml, Parasuraman and Berry (1990) through five dimensions of Service qualities which consists of *Tangible, Reliability, Responsiveness, Empathy and Assurance*. The fifth dimensions shown overall gap and assessment between hopes and perspective of service quality.

As one of the strategy to enhance the service quality, Peters and Waterman (1984) elaborates the interrelating elements to be a basic of comprehensive direction. It is known as Seven S (7'S) i.e. Strategy, Structure, System, Staff, Style and Shared values. The Model of 7'S is strategic equipment for analyzing internal and external problems in Organization body in order to be developed and implemented.

The approach of this research is using descriptive analysis method. The descriptive analysis method is a research method with take sample from population and its using questioner as gathering data. The Research is located in Directorate General of Legal Administrative Fair. Target of this research are all of Public Servants who involving into registration service of institution/ foundation or PT. such as Echelon I, Echelon II, Echelon III and Echelon IV at Directorate of Civil; Notaries, Staff of Notary and Societies whose applied and its number 100 respondents with detailed in 20 indicators questions.

Based on research and analysis results obtained overall service quality in Directorate General of Legal Administrative Fair especially for division of registration service of the institution/ foundation or PT that its have not yet to enhance the quality which is required by consumer. It was emerging gaps Hence, in largely, for satisfaction of consumer to the registration service of institution/ foundation or PT is negative point. The identification of the satisfaction of consumer has not reach what they are expected.

Through implementation system, structure and staff in simultaneously in order to improve the service quality registration of institution/foundation could be achieved by pay attention to *Responsiveness* Dimension without denied others dimensions. In order to conduct their task and function, the impact of dimension should affirm consciousness which is reflected from public service performance. Therefore, the attempt to improve public servant assignment is continually necessary in order to perform public service. In facing globalization era which is fully challenges and opportunities, the public servant shall more increase their capacity and skills in order to provide better service, oriented to the needs and satisfaction of relation and to advance competitive sector in providing public service.



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ABSTRAK

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ANALISIS KUALITAS PELAYANAN
PENGESAHAN BADAN HUKUM PERSEROAN TERBATAS
DI DIREKTORAT JENDERAL ADMINISTRASI HUKUM UMUM
DEPARTEMEN HUKUM DAN HAM RI

xvi + 101 halaman + 4 gambar + 23 tabel + 3 grafik + 9 lampiran.
Bibliografi: 41 buku literatur, 10 majalah/ artikel, 11 dokumen, 3 tesis (1984-2007)

Latar belakang pemilihan judul tesis ini didasarkan pada masalah pelayanan di sektor pemerintahan yang tidak kalah pentingnya mengingat peranannya menjadi lebih besar karena menyangkut kepentingan umum, bahkan kepentingan rakyat secara keseluruhan. Peranan pelayanan umum yang diselenggarakan oleh pemerintah dan melibatkan seluruh aparat pegawai negeri sipil makin terasa dengan semakin meningkatnya kesadaran bernegara dan bermasyarakat, sehingga secara gradual layanan telah meningkat kedudukannya di mata masyarakat menjadi suatu hak, yakni hak atas pelayanan.

Landasan teori yang dipergunakan dalam penulisan tesis ini adalah teori kualitas pelayanan yang dikemukakan oleh Zeithaml, Parasuraman and Berry (1990) melalui lima dimensi kualitas pelayanan yaitu *Tangible, Reliability, Responsiveness, Empathy and Assurance*. Gambaran kesenjangan secara menyeluruh dan puncak penilaian terhadap seluruh kesenjangan/gap antara harapan dan persepsi dari kualitas pelayanan tergambar pada kesenjangan ke-5.

Sebagai salah satu strategi untuk peningkatan kualitas pelayanan, Peters dan Waterman (1984) menjabarkan unsur-unsur yang saling berhubungan yang menjadi dasar pemandu komprehensif, yang dikenal dengan Seven S (7'S) yaitu: Strategy, structure, system, staff, style and shared values. Model 7'S merupakan alat bantu untuk menganalisa permasalahan internal dan eksternal dalam tubuh organisasi sehingga dapat diterapkan strategi untuk dikembangkan dan diimplementasikan.

Jenis metode pendekatan adalah metode deskriptif analitis. Metode analitis deskriptif adalah suatu metode penelitian yang mengambil sampel dari suatu populasi dan menggunakan kuesioner sebagai alat pengumpulan data. Berlokasi di Direktorat Jenderal Administrasi Hukum Umum, Populasi sasaran dalam penelitian ini adalah seluruh pihak yang terlibat dalam proses pelayanan pengesahan badan hukum perseroan terbatas yaitu :Pejabat (eselon II, eselon III

dan eselon IV) pada jajaran Direktorat Perdata; Pejabat notaris, staf notaris dan masyarakat yang melakukan pengajuan permohonan sebanyak 100 responden dijabarkan dalam 20 pertanyaan indikator.

Berdasarkan hasil penelitian dan analisis diperoleh secara keseluruhan kualitas pelayanan di Direktorat Administrasi Hukum Umum khususnya pelayanan pengesahan badan hukum perseroan terbatas belum menunjukkan tingkat kualitas pelayanan yang diharapkan. Hal ini berdasarkan dari persepsi dan harapan masyarakat yang menunjukkan hasil nilai kesenjangan atau gap dengan nilai skor negatif dari keseluruhan dimensi baik dimensi *Tangible*, *reliability*, *Responsiveness*, *Assurance* dan *Empathy*. Dimana dimensi *responsiveness* menjadi titik krusial dan perlu penanganan secara serius tanpa mengesampingkan dimensi-dimensi lainnya. Sementara kondisi sistem, struktur dan staf dalam konteks kualitas pelayanan pengesahan badan hukum di Direktorat Jenderal Administrasi Hukum Umum belum maksimal. Terkait dengan penanganan dimensi *responsiveness* upaya meningkatkan kemampuan, pengetahuan dan perilaku aparatur dalam penyelenggaraan pelayanan publik terus dilakukan dengan selalu berorientasi pada kebutuhan dan kepuasan penerima pelayanan sehingga dapat meningkatkan daya saing dalam pemberian pelayanan publik

