

ABSTRAK

Santi, Ni Kadek Leni Ari (2023), *Analisi Kepuasan Masyarakat Terhadap Pelayanan Publik di Kantor Desa Siakin Kecamatan Kintamani Kabupaten Bangli*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: Kepuasan Masyarakat, Pelayanan Publik, Indeks Kepuasan Masyarakat, *Importance Performance Analysis*

Penelitian ini bertujuan untuk menganalisis kepuasan masyarakat terhadap pelayanan publik dan untuk menganalisis tingkat kesesuaian antara kinerja pelayanan dengan harapan masyarakat pengguna layanan di Kantor Desa Siakin Kecamatan Kintamani Kabupaten Bangli. Lokasi penelitian yaitu di Kantor Desa Siakin Kecamatan Kintamani Kabupaten Bangli. Subjek dalam penelitian yaitu masyarakat di Desa Siakin yang sudah pernah mendapatkan pelayanan di kantor Desa Siakin. Objek penelitian ini yaitu kepuasan masyarakat terhadap pelayanan publik. Teknik sampel yang digunakan yaitu simple random sampling dengan jumlah responden yang digunakan sebanyak 270 orang. Teknik pengumpulan data menggunakan metode kuesioner yang diisi secara langsung oleh responden. Teknik analisis data menggunakan Indeks Kepuasan Masyarakat (IKM) dan Importance Performance Analysis (IPA). Hasil penelitian menunjukkan bahwa (1) berdasarkan perhitungan Indeks Kepuasan Masyarakat (IKM) maka pelayanan administratif memiliki mutu pelayanan baik dengan kinerja unit pelayanan baik, pelayanan barang memiliki mutu pelayanan baik dengan kinerja unit pelayanan baik dan pelayanan jasa memiliki mutu pelayanan baik dengan kinerja unit pelayanan baik, (2) berdasarkan perhitungan Importance Performance Analysis (IPA) maka pelayanan administratif memiliki tingkat kesesuaian sebesar 85,6%, pelayanan barang memiliki tingkat kesesuaian sebesar 86,2% dan pelayanan jasa memiliki tingkat kesesuaian sebesar 86,6%. Unit pelayanan publik yang diselenggarakan dinilai belum memenuhi harapan karena masing-masing nilai tingkat kesesuaian yang dihasilkan masih dibawah 100%. Hal ini diakibatkan oleh beberapa indikator dimasing-masing unit pelayanan masih berada dalam Kuandran A pada diagram kartesius.

ABSTRACT

Santi, Ni Kadek Leni Ari Santi (2023), Analysis of Community Satisfaction with Public in The Office Siakin Village, Kintamani District, Bangli Regency. Thesis, Management Science, Graduate Program, Ganesha University of Education.

This Thesis has been approved and reviewed by Advisor I: Prof. Putu Indah Rahmawati, M.Bus., Ph.D. and Advisor II: Trianasari, M.M., Ph.D.

Keywords: Community Satisfaction, Public Service, Community Satisfaction Index, Importance Performance Analysis.

This study aims to analyze community satisfaction with public services and the level of conformity between service performance and the expectations of service users at the Siakin Village Office, Kintamani District, Bangli Regency. The research location is at the Siakin Village Office, Kintamani District, Bangli Regency. The subjects in this study were the people in Siakin Village who had received services at the Siakin Village office. The object of this research is to determine people's satisfaction with public services. The sample technique used was simple random sampling with 270 respondents. The data collection technique used a questionnaire method that was filled out directly by the respondents. Data analysis techniques use the Community Satisfaction Index (IKM) and Importance Performance Analysis (IPA). The results of the study show that (1) based on the calculation of the Community Satisfaction Index (IKM), administrative services have good service quality with good service unit performance, goods services have good service quality with good service unit performance, and services have good service quality with good service unit performance. (2) Based on Importance Performance Analysis (IPA) calculations, administrative services have a suitability level of 85.6%, goods services have a suitability level of 86.2%, and services have a suitability level of 86.6%. The public service units that are organized are considered not to have met expectations because each value of the resulting conformity level is still below 100%. This is caused by several indicators in each service unit that are still in Quadrant A on the Cartesian diagram.