

RINGKASAN

Pelayanan PATEN (Pelayanan Administrasi Terpadu Kecamatan) di Kecamatan Cimanggu Kabupaten Cilacap belum optimal dalam memberi pelayanan yang sesuai dengan standar pelayanan yang telah ditetapkan dilihat dari penilaian sisi masyarakat yang merasa belum puas terhadap pelayanan yang diterima. Sehingga hal ini mengindikasikan kualitas pelayanan yang masih cukup rendah pada Pelayanan PATEN (Pelayanan Administrasi Terpadu Kecamatan) di Kecamatan Cimanggu. Oleh karena itu penelitian ini bermaksud untuk mengetahui Pengaruh Kualitas Pelayanan Terhadap Kepuasan Masyarakat dalam Program PATEN (PATEN (Pelayanan Administrasi Terpadu Kecamatan) di Kecamatan Cimanggu Kabupaten Cilacap.

Pengukuran Kualitas Pelayanan (X) dalam penelitian ini menggunakan indikator SERVQUAL menurut Parasuraman, dkk (dalam Lupiyoadi dan Hamdani, 2006: 182) yang terdiri dari Bukti Langsung (*Tangible*), Keandalan (*Reliability*), Daya Tanggap (*Responsiveness*), Jaminan (*Assurance*), dan Empati (*Emphaty*). Pengukuran Kepuasan Masyarakat (Y) merujuk pada konsep Hawkins dan Looney (dalam Tjipto, 2004: 101) terdiri dari Kesesuaian Harapan dan Minat Berkunjung Kembali. Hipotesis dalam penelitian ini adalah Kualitas Pelayanan mempunyai pengaruh yang positif dan signifikan terhadap Kepuasan Masyarakat.

Pada penelitian ini, sasaran penelitian masyarakat dengan metode pendekatan survei. Dengan rumus Slovin diperoleh 100 responden, untuk pengambilan sampel digunakan teknik *accidental sampling*, dan teknik pengumpulan data yang digunakan adalah kuisisioner, observasi, dan dokumentasi. Untuk mengetahui kecenderungan variabel Kualitas Pelayanan dan Kepuasan Masyarakat dianalisis dari tabel (1) Distribusi Frekuensi menunjukkan bahwa persepsi masyarakat menganggap pelayanan berkualitas (70,0%) dan masyarakat merasa puas (83,0%). (2) Konkordasi Kendall (τ_c) menunjukkan adanya hubungan positif dengan koefisien sebesar 0,396 yang signifikan pada taraf 0,000. (3) analisis Regresi Ordinal menunjukkan terdapat pengaruh yang positif dan signifikan antara Kualitas Pelayanan terhadap Kepuasan Masyarakat koefisien Regresi Ordinal sebesar 17.494 yang signifikan pada taraf 0,000 dan berpengaruh sebesar 23,0%.

Kesimpulan dalam penelitian ini adalah H_a diterima sehingga terdapat pengaruh yang positif dan signifikan antara Kualitas Pelayanan dan Kepuasan Masyarakat dalam program PATEN (Pelayanan Administrasi Terpadu Kecamatan) di Kecamatan Cimanggu Kabupaten Cilacap. Tingkat kualitas pelayanan baik dan kepuasan masyarakat baik. Pelayanan PATEN di Kecamatan Cimanggu perlu terus meningkatkan kualitas pelayanan dengan memperbaiki manajemen mulai dari sistem pelayanan administrasi sampai dengan penanganan pelayanan PATEN khususnya dalam hal daya tanggap dan jaminan akan pelayanan PATEN.

Kata Kunci: Kualitas Pelayanan, Kepuasan Masyarakat, PATEN di Kecamatan Cimanggu

SUMMARY

PATEN services (Integrated District Administration Services) in Cimanggu District, Cilacap Regency have not been optimal in providing services that are in accordance with predetermined service standards seen from the assessment of the community who are not satisfied with the services received. So this indicates that the quality of service is still quite low at the PATEN Service (District Integrated Administration Service) in Cimanggu District. Therefore, this study intends to determine the effect of service quality on community satisfaction in the PATEN Program (PATEN (District Integrated Administrative Services) in Cimanggu District, Cilacap Regency.

Measurement of Service Quality (X) in this study uses the SERVQUAL indicator according to Parasuraman, et al (in Lupiyoadi and Hamdani, 2006: 182) which consists of Direct Evidence (Tangible), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Assurance) , and Empathy (Empathy). Measurement of Community Satisfaction (Y) refers to the concept of Hawkins and Looney (in Tjipto, 2004: 101) which consists of the Conformity of Expectations and Returning Interest Interest. The hypothesis in this study is that service quality has a positive and significant effect on community satisfaction.

In this study, the target of community research was the survey approach method. With the Slovin formula obtained 100 respondents, for sampling used accidental sampling technique, and data collection techniques used were questionnaires, observation, and documentation. To determine the tendency of the variables of Service Quality and Community Satisfaction, it is analyzed from the table (1) Frequency distribution shows that the public perception considers service quality (70.0%) and the community feels satisfied (83.0%). (2) Kendall's Concordation (τ_c) shows a positive relationship with a coefficient of 0.396 which is significant at the 0.000 level. (3) Ordinal regression analysis shows that there is a positive and significant influence between Service Quality and Community Satisfaction. Ordinal Regression coefficient is 17,494 which is significant at the 0,000 level and has an effect of 23.0%.

The conclusion in this study is that H_a is accepted so that there is a positive and significant influence between Service Quality and Community Satisfaction in the PATEN (District Integrated Administrative Services) program in Cimanggu District, Cilacap Regency. The level of service quality is quite good and community satisfaction is good. PATEN services in Cimanggu District need to continue to improve service quality by improving management starting from the administrative service system to handling PATEN services, especially in terms of responsiveness and guarantees for PATEN services.

Keywords: Service Quality, Community Satisfaction, PATEN in Cimanggu District