

RINGKASAN
MANAJEMEN PELAYANAN PUBLIK UNTUK MENINGKATKAN
KUALITAS PELAYANAN PADA FASILITAS PARKIR

Latar belakang penelitian ini berdasarkan pada observasi awal peneliti, yang melihat fasilitas parkir yang ada di bank BRI KC Purwokerto masih terbilang sempit. Penelitian ini bertujuan untuk melihat Manajemen Pelayanan dalam meningkatkan kualitas pelayanan serta melihat bagaimana tanggapan dari nasabah terhadap fasilitas lahan parkir yang ada di bank BRI KC Purwokerto melalui indikator kualitas pelayanan. Metode yang digunakan pada penelitian ini adalah metode kualitatif dekskriptif. Manajemen pelayanan pada fasilitas parkir di bank BRI KC Purwokerto dapat dilihat melalui teori fungsi manajemen George R. Terry, yaitu : *Planning, Organizing, Actuating, Controlling*. Selain itu ditinjau melalui indikator kualitas pelayanan yang meliputi : Kemudahan, Kelengkapan, Kebersihan, Kerapihan, dan Kondisi Fungsi Fasilitas. Peneliti menyimpulkan bahwa secara umum fungsi manajemen di bank BRI KC Purwokerto sudah dilakukan oleh perusahaan. Hal ini dapat dilihat dari perencanaan yang dibuat oleh bank BRI KC Purwokerto sudah cukup jelas dan juga pastinya sudah mempersiapkan hal yang digunakan untuk merealisasikan perencanaan tersebut, Namun di sisi lain ternyata indikator mengenai kualitas pelayanan dirasa kurang memuaskan untuk nasabah, karena masih terdapat banyak keluhan dari para nasabah atas fasilitas parkir yang tersedia saat ini.

Kata Kunci : Manajemen Pelayanan Publik, Kualitas Pelayanan, Parkir.

SUMMARY

PUBLIC SERVICE MANAGEMENT TO IMPROVE QUALITY OF SERVICE IN PARKING FACILITIES

The background to this research is based on the researcher's initial observations, which saw that the parking facilities at the BRI KC Purwokerto bank were still relatively narrow. This research aims to look at Service Management in improving service quality and see how customers respond to the parking facilities at BRI KC Purwokerto bank through service quality indicators. The method used in this research is a descriptive qualitative method. Service management at parking facilities at BRI KC Purwokerto bank can be seen through George R. Terry's theory of management functions, namely: Planning, Organizing, Actuating, Controlling. Apart from that, it is reviewed through service quality indicators which include: Convenience, Completeness, Cleanliness, Neatness and Functional Condition of Facilities. The researcher concluded that in general the management functions at BRI KC Purwokerto bank were carried out by the company. This can be seen from the planning made by the BRI KC Purwokerto bank which is quite clear and has certainly prepared the things used to realize the plan. However, on the other hand, it turns out that the indicators regarding service quality are deemed unsatisfactory for customers, because there are still many complaints from customers regarding the parking facilities currently available.

Keywords: Public Service Management, Service Quality, Parking.