

RINGKASAN

Perkembangan digitalisasi yang sangat pesat menuntut perubahan cara penyelenggaraan pelayanan publik yang dilakukan konvensional ke elektronik (*online*). Hal tersebut merupakan pengaruh penggunaan internet yang meningkat ke berbagai bidang, termasuk dalam pelayanan publik. Produk atau jasa layanan harus senantiasa diberikan berkualitas, sehingga masyarakat puas terhadap pelayanan yang diterimanya. Tujuan penelitian ini untuk mengetahui pengaruh kualitas pelayanan elektronik terhadap kepuasan masyarakat dalam pelayanan Mal Pelayanan Publik Kabupaten Banyumas pada website SIPANJIMAS.

Pengukuran kualitas pelayanan elektronik menggunakan enam dimensi yaitu *quality information*, *usability*, *efficiency*, *fullfilment*, *privacy*, dan dimensi *responsiveness*. Adapun pengukuran kepuasan masyarakat menggunakan empat dimensi yaitu *product*, *price or cost*, *convenience*, dan dimensi *ease of use* yang diadopsi dari para ahli terdahulu.

Jenis penelitian ini yaitu korelasional menggunakan pendekatan kuantitatif dengan teknik sampling *cluster random sampling* dan *one-stage cluster sampling*. Jumlah sampel yaitu 396 responden berdasarkan perhitungan rumus Slovin pada tingkat kepercayaan 95% dan *margin of error* 5% dari populasi pengunjung website SIPANJIMAS tahun 2019 sebanyak 41.563 orang.

Kesimpulan penelitian ini kualitas pelayanan elektronik termasuk dalam kategori baik dengan kontribusi nilai indeks terendahnya dimensi *privacy*, adapun kepuasan masyarakat termasuk dalam kategori baik dengan kontribusi nilai indeks terendahnya dimensi *product*. Dengan demikian perlu adanya perbaikan pada dimensi *privacy* dan dimensi *product* dengan melakukan evaluasi dan meningkatkan keterampilan petugas layanan serta kualitas pelayanan Mal Pelayanan Publik dan website SIPANJIMAS. Pembuktian hipotesis penelitian menyimpulkan bahwa terdapat korelasi yang signifikan dan positif antara kualitas pelayanan elektronik terhadap kepuasan masyarakat dalam pelayanan Mal Pelayanan Publik Kabupaten Banyumas dengan koefisien korelasi Kendall's Tau-C 0,532 termasuk dalam kategori korelasi sedang atau cukup, hasil perbandingan nilai *approximate signifikansi* $0,000 < 0,05$ menyimpulkan H_0 ditolak dan H_1 diterima. Adapun hasil uji regresi ordinal antara kualitas pelayanan elektronik terhadap kepuasan masyarakat diketahui pada *model fitting information* yaitu $0.000 < 0.05$ yang berarti model regresi ordinal signifikan, yang diperkuat dengan model regresi ordinal fit karena nilai *chi-square pearson* $1,826 < 5,991$. Kemudian *Pseudo R-Square* diketahui pada Nagelkerke atau koefisien tertinggi sebesar 0.458 yang berarti bahwa variasi tingkat kepuasan masyarakat yang dapat dijelaskan oleh variasi kualitas pelayanan elektronik sebesar 45.8% dengan arah positif, serta dari perhitungan *parameter estimates* menyimpulkan semakin turun kualitas pelayanan elektronik maka akan semakin turun kepuasan masyarakat, begitupun sebaliknya.

Kata Kunci : Kualitas Pelayanan Elektronik, Website SIPANJIMAS, dan Kepuasan Masyarakat

SUMMARY

The rapid development of digitalization demands a change in the way public services are performed conventionally to electronics (online). This is the influence of increased internet use in various fields, including in public services. Products or services must always be provided quality so that the public is satisfied with the service received. The purpose of this research is to find out the influence of electronic service quality on public satisfaction in service Mal Pelayanan Publik Banyumas districts on SIPANJIMAS website.

Measurement of electronic service quality using six dimensions, namely quality information, usability, efficiency, fulfillment, privacy, and responsiveness dimension. The measurement of public satisfaction using four dimensions, namely product, price or cost, convenience, and ease of use dimensions adopted from previous experts.

This type of research is correlational using a quantitative approach with sampling technique of random sampling cluster and one-stage cluster sampling. The sample number was 396 respondents based on Slovin's formula calculation at a confidence level of 95% and a margin of error of 5% of SIPANJIMAS website visitor population in 2019 as many as 41,563 people.

The conclusion of this research is the electronic services quality falls into the category of good with the contribution of the lowest index value of the privacy dimension, while the satisfaction public belongs to the category of good with the contribution of the lowest index value of the product dimension. Thus, there needs to be an improvement in the privacy dimension and product dimension by evaluating and improving the skills of service officers as well as the quality of Mal Pelayanan Publik Banyumas districts and SIPANJIMAS websites. The research hypothesis proves that there is a significant and positive correlation between of the electronic services quality to public satisfaction in the service Mal Pelayanan Publik Banyumas districts and Kendall's Tau-C correlation coefficient of 0.532 belonging to the category of moderate or sufficient correlation, the result of the comparison of approximate significance value of $0.000 < 0.05$ concluded H_0 was rejected and H_1 was accepted. The results of the ordinal regression test between the electronic service quality to public satisfaction is known on the fitting information model which is $0.000 < 0.05$ which means a significant ordinal regression model, which is reinforced by the ordinal fit regression model due to Pearson chi-square value of $1,826 < 5,991$. Then Pseudo R-Square is known to Nagelkerke or the highest coefficient of 0.458 which means that the variation in the level of public satisfaction can be explained by the variation in the electronic services quality by 45.8% in a positive direction, as well as from the calculation of estimates parameters concludes the decrease in the electronic services quality will decrease public satisfaction and vice versa.

Keywords: Electronic Service Quality, SIPANJIMAS Website, and Public Satisfaction