

RINGKASAN

Penelitian ini bertujuan untuk mengetahui indeks kepuasan masyarakat dalam pelayanan perpanjangan SIM C di Satuan Penyelenggara Administrasi Polresta Banyumas tahun 2020 dan kemudian menjawab hipotesis penelitian dengan H_0 yaitu tidak terdapat perbedaan rata-rata atau mean di antara indikator indeks kepuasan masyarakat terhadap pelayanan perpanjangan SIM C di Satpas Polresta Banyumas tahun 2020.

Teori yang dipakai dalam penelitian ini yaitu pelayanan publik, kepuasan masyarakat/pelanggan, dan indeks kepuasan masyarakat. Adapun indikator yang digunakan untuk mengetahui indeks kepuasan masyarakat dalam penelitian ini yaitu prosedur pelayanan, persyaratan pelayanan, waktu pelayanan, biaya pelayanan, kemampuan pelaksana, kedisiplinan pelaksana, perilaku pelaksana, keadilan mendapatkan pelayanan, penanganan pengaduan dan saran, serta kenyamanan lingkungan.

Penelitian ini menggunakan metode penelitian deskriptif kuantitatif dengan menggunakan pendekatan survei. Sasaran penelitian ini adalah pemohon yang sudah pernah mendapatkan layanan perpanjangan SIM C di Satpas Polresta Banyumas tahun 2020 dengan jumlah sampel sebanyak 100 orang. Teknik pengambilan sampel dilakukan dengan menggunakan teknik sampling insidental. Analisis data dalam penelitian ini dilakukan secara deskriptif kuantitatif terhadap hasil hitung Indeks Kepuasan Masyarakat. Pengujian hipotesis dalam penelitian ini menggunakan teknik analisis *Kruskal-Wallis* karena data tidak memenuhi asumsi data berdistribusi normal dan homogen (sama), kemudian dilanjutkan dengan uji *Mann-Whitney*.

Berdasarkan hasil analisis data secara deskriptif kuantitatif dalam penelitian ini dapat diketahui bahwa indeks kepuasan masyarakat dalam pelayanan perpanjangan SIM C di Satpas Polresta Banyumas tahun 2020 adalah sebesar 75,68. Artinya masyarakat yang telah menerima pelayanan perpanjangan SIM C di Satpas Polresta Banyumas merasa puas dengan pelayanan yang telah diberikan. Berdasarkan nilai indeks kepuasan masyarakat per unsur pelayanan, indikator persyaratan pelayanan mempunyai nilai mean tertinggi dan waktu pelayanan mempunyai nilai mean terendah. Berdasarkan hasil uji *Kruskal-Wallis* diperoleh nilai signifikansi sebesar $0,0001 < 0,05$, hal ini berarti H_0 ditolak dan H_a diterima. Artinya terdapat perbedaan mean di antara indikator kepuasan layanan perpanjangan SIM C di Satpas Polresta Banyumas tahun 2020. Berdasarkan hasil uji *Mann-Whitney* diketahui bahwa semua indikator selain prosedur pelayanan mempunyai perbedaan rata-rata atau mean dengan indikator lainnya.

Kata Kunci: Pelayanan, Kepuasan Masyarakat, SIM C

SUMMARY

This study aims to determine the index of public satisfaction in the extension of driver's license of C services at the administrative unit for the Banyumas Police in 2020 and then answer the research hypothesis with H_0 , namely that there is no difference in the average or mean among the indicators of index of public satisfaction in the extension of driver's license of C services at the administrative unit for the Banyumas Police in 2020.

The theory used in this research is public service, community/ customer satisfaction, and public satisfaction index. The indicators used to determine the index of public satisfaction in this study are service procedures, service requirements, service time, service costs, capability of executors, discipline of executors, behavior of executors, justice in getting services, handling complaints and suggestions, and the comfort of enviromental.

This research uses descriptive quantitative research methods using a survey approach. The target of this research is applicants who have received the extension of driver's license of C services at the administrative unit for the Banyumas Police in 2020 with a total sample of 100 people. The sampling technique was carried out using incidental sampling techniques. The data analysis in this study was carried out in a descriptive quantitative manner on the calculated results of the Public Satisfaction Index. Hypothesis testing in this study used the Kruskal-Wallis analysis technique because the data did not meet the assumptions that the data were normally distributed and homogeneous, then continued with the Mann-Whitney test.

Based on the results of quantitative descriptive data analysis in this research, it can be seen that the index of public satisfaction in the extension of driver's license of C services at the administrative unit for the Banyumas Police in 2020 is 75.68. This means that people who have received the extension of driver's license of C services at the administrative unit for the Banyumas Police are satisfied with the services provided. Based on the public satisfaction index value per service element, the service requirements indicator has the highest mean value and service time has the lowest mean value. Based on the results of the Kruskal-Wallis test, a significance value of $0.0001 < 0.05$, this means that H_0 is rejected and H_a is accepted. This means that there is a mean difference between the satisfaction indicators of the extension of driver's license of C services at the administrative unit for the Banyumas Police in 2020. Based on the results of the Mann-Whitney test, it is known that all of the indicators other than service procedures have differences in the average or mean with other indicators.

Keywords: Service, Public Satisfaction, The extension of driver's license of C Services