

ABSTRAK

PROSEDUR PELAYANAN STATISTIK TERPADU (PST) DALAM UPAYA MENINGKATKAN KEPUASAN KONSUMEN PADA BPS KOTA BANDAR LAMPUNG

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Pelayanan publik yang berkualitas menjadi tuntutan masyarakat terhadap setiap instansi pemerintah, termasuk Badan Pusat Statistik (BPS) Kota Bandar Lampung. Melalui unit Pelayanan Statistik Terpadu (PST), BPS menyediakan akses data statistik bagi masyarakat sebagai *one-stop service*. Penelitian ini bertujuan untuk mengetahui sejauh mana prosedur PST telah dilaksanakan sesuai dengan SOP berdasarkan Peraturan Kepala BPS Nomor 65 Tahun 2024. Pengumpulan data dilakukan melalui observasi lapangan selama 40 hari, wawancara dengan pengguna layanan, dan studi dokumentasi, dengan penilaian mengacu pada lima dimensi ServQual yaitu *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Hasil penelitian menunjukkan bahwa dimensi *tangibles*, *assurance*, dan *empathy* telah berjalan sesuai standar, ditandai dengan fasilitas yang modern, petugas yang kompeten dan santun, serta pelayanan yang humanis. Namun, dimensi *reliability* masih terkendala ketidak konsistenan jadwal rilis data digital, dan dimensi *responsiveness* terhambat karena petugas merangkap tugas teknis sehingga daya tanggap layanan kurang optimal.

Kata Kunci: Pelayanan Statistik Terpadu (PST), Kualitas Pelayanan, Kepuasan Konsumen, BPS Kota Bandar Lampung.

ABSTRACT

INTEGRATED STATISTICAL SERVICES (PST) PROCEDURES TO IMPROVE CONSUMER SATISFACTION AT BANDAR LAMPUNG CITY'S BPS

By

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Quality public services are a public demand for every government agency, including the Central Statistics Agency (BPS) of Bandar Lampung City. Through the Integrated Statistics Service (PST) unit, BPS provides public access to statistical data as a one-stop service. This study aims to determine the extent to which PST procedures have been implemented in accordance with Standard Operating Procedures (SOPs) as stipulated in BPS Head Regulation Number 65 of 2024. Data collection was conducted through 40 days of field observations, interviews with service users, and documentation studies, with assessments based on the five ServQual dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The results indicate that the tangibles, assurance, and empathy dimensions have been implemented according to standards, characterized by modern facilities, competent and courteous staff, and humane service. However, the reliability dimension is still hampered by inconsistent digital data release schedules, and the responsiveness dimension is hampered by staff concurrently handling technical duties, resulting in less than optimal service responsiveness.

Keywords: *Integrated Statistics Service (PST), Service Quality, Consumer Satisfaction, BPS Bandar Lampung City.*