Abstract

ANALYSIS EFFECT OF SERVICE QUALITY TO THE SATISFACTION EXPORTER / IMPORTER IN CUSTOMS AND EXCISE OFFICE BANDAR LAMPUNG

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Customs and Excise Office Bandar Lampung as one of the government service providers are eager to provide the best service for the users of services activities in the Port of Panjang. This became the basis for the author to do research the extent to which the level of satisfaction of service users in the Port of Panjang to the services provided by the Customs and Excise Office Bandar Lampung. Problem formulation: (1) How to vote exporters and importers with the services provided by the Customs and Excise Office Bandar Lampung? and (2) Is the service provided is satisfactory exporters and importers in the port of Long to export and import? The purpose of this study are: (1) To determine the ratings exporter / importer about the level of quality of service by Customs and Excise Office Bandar Lampung and (2) to determine the effect of service quality provided by Customs and Excise Office Bandar Lampung to the company's satisfaction exporter / importer in Lampung, The hypothesis of this study is: "The service quality provided by Customs and Excise Office Bandar Lampung positive effect on the company's satisfaction exporters / importers in Lampung Province"

Data collection is done by giving questionnaires to 100 respondents, importer / exporter activities in the Port of Panjang and by observation of the existing data on the Customs and Excise Office Bandar Lampung. Data analysis was performed with a validity test, where all independent variables, namely: reliability, responsiveness, assurance, empathy and tangible loading values above 0,700, which means valuable valid, reliability testing using chronbach alpha formula and is known to have values> 0.60, which means reliable , And analysis tools that using multiple linear regression analysis with the variable Y is the satisfaction and the variable X, namely: reliability, responsiveness, assurance, empathy, and tangible. Hypothesis testing using the F test and t test. From the test results F is known that all the variables X jointly affect the variable Y at 71.1%. From the results of the t test, all variables significant effect partially X to variable Y.

The conclusion that can be served is that the quality of services provided by the Customs and Excise Office Bandar Lampung is positive effect on service user satisfaction evidenced by the high level of satisfaction of service users to variable service ie: reliability, responsiveness, assurance, empathy, tangible.

Keyword : Customs and excise, satisfaction, service quality