

ABSTRACT

ANALYSIS OF SOCIETY'S SATISFACTION ABOUT PROVIDENCE OF PUBLIC SERVICE IN THE DEPARTMENT OF EDUCATION, CULTURE, YOUTH, AND SPORTS IN METRO CITY (Analysis On Implementation of Online Admission of New Students 2014)

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The implementation of the Admission of New Students (PPDB Online) is a planned effort to improve the quality of educational services in order to make a qualified education system, and to prevent the occurrence acts of cheating within the education system. This study aims to get an idea of the quality of public services as well as determine the level of satisfaction of the community through PPDB Online. The indicators use in this study are indicators that measured on the basis of indicators developed by Parasuraman et al, which is ; 4 dimensions of e-service, namely ; efficiency, fulfillment of the promise, the availability of the system, and privacy. This research is a descriptive study using a quantitative approach. Data obtained in this research use the questionnaire methode. The population in this research are all participants of PPDB Online on high school level by 2014 and the number of samples are 92 respondents with proportional random sampling techniques. Data analysis technique used to measure the level of quality of service by using descriptive analysis techniques and Importance Performance Analisis (IPA).

The results of the research shows that the quality of service on the implementation of PPDB online at 2014 on the Disdikbudpora in the Metro City generally categorized as good. It is based on a total score of 274.42 and the average performance assessment of all elements which is 2.98. Based on the result of IPA's test, the implementation of PPDB online 2014 has been been satisfying the society with an average level of concordance obtained at 80.22%.

Keywords: Service Quality, Satisfaction Of Society, PPDB Online