ABSTRACT

THE INFLUENCE OF PUBLIC SERVICE QUALITY TO SATISFACTION LEVEL OF SOCIETY
(Study on e-parking Pasar Tengah Bandar Lampung)

by

ADITYA IBNU TOPAN

This research examines the influence of public service quality to level of satisfaction society in a context of e-parking service at Pasar Tengah Bandar Lampung. The purpose of this research is to find out quality of e-parking service to satisfaction level of society, and to find out the level of influence quality of e-parking service to satisfaction level of society at Pasar Tengah Bandar Lampung. The type of research is explanation with quantitative method. The technique of collecting data this research through questionnaires then followed with data entry, data transfer (data entering), and presentation of data (output data) using SPSS 20 program and data analysis using descriptive statistic, simple linear regression analysis, Pearson correlation test, and hypothesis test that the t-test statistic.

Based on the results of research using descriptive statistic, declare X variables responses based on the acquisition value of mean (average) is 3,0741 includes in the category less good, while Y variables responses based on the acquisition value of mean (average) is 3,2807 includes in the category fairly good. In the hypothesis testing using t-test statistics obtained value of t-count is 7,770. Because of value $t_{\text{count}} > t_{\text{table}} (7,770 > 1,984)$ Ho rejected and Ha accepted it can be concluded that quality service has positive and significant effect on the satisfaction of society with a correlation coefficient 0,617. Results of simple regression linier test, the coefficient of determination can be stated that 38,1% of satisfaction of society can be affected by service quality. While the remaining 61,9% to be explained by another factors beyond this research.

Keywords : Service Quality, Satisfaction of Society, Public Service, E-Parking