

ABSTRACT

THE QUALITY OF YELLOW CARD ISSUANCE SERVICE IN EMPLOYMENT OFFICE OF BANDAR LAMPUNG

By

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The problem in this research is that yellow card (*kartu kuning*) issuance in Employment Office of Bandar Lampung should be exercised in short time and maximum, but in fact there are some yellow card (*kartu kuning*) issuance services which take long time.

The objective of this research was to find out and analyze the quality service of yellow card (*kartu kuning*) issuance service in Employment Office of Bandar Lampung. This was a descriptive research with a combination between quantitative and qualitative approaches.

The results showed that quality service provided by Employment Office in Bandar Lampung satisfied the applicants. Reliability was the most satisfied aspect and it included: 1. Service timeliness, 2. Service schedule certainty, 3. Requirements of service certainty, and 3. Requirements of service certainty. The yellow card (*kartu kuning*) applicants expected customer services in Employment Office who were 1. easy to meet, 2. able to answers their questions, 3. providing the same treatment to all yellow card (*kartu kuning*) applicant, 4. equipped with complete stationaries, 5. providing comfortable room for yellow card (*kartu kuning*) issuance service, and 6. equipped with computerized system in providding services.

Keywords: Service Quality, Yellow Card (*Kartu Kuning*)