

ABSTRAK

STRATEGI PERBAIKAN KUALITAS PELAYANAN PUBLIK BADAN PUSAT STATISTIK LAMPUNG SELATAN (Studi pada Unit Pelayanan Statistik Terpadu Tahun 2022)

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Penyediaan pelayanan publik yang berkualitas merupakan suatu tanggung jawab pemerintah. Dalam menyikapi kemajuan teknologi informasi dan komunikasi Badan Pusat Statistik melalui Unit Pelayanan Statistik Terpadu berupaya meningkatkan kualitas pelayanan publik dengan menerapkan strategi melalui penerapan Program Penyediaan dan Pelayanan Informasi Statistik (PPIS) dengan berbagai kegiatan turunannya yaitu kegiatan sosialisasi, kegiatan survei kebutuhan data serta meningkatkan sarana pelayanan berbasis digital. Penelitian ini bertujuan untuk menganalisis mengenai proses implementasi strategi perbaikan kualitas pelayanan publik Badan Pusat Statistik Lampung Selatan serta kualitas pelayanan publik berdasarkan penerapan strategi tersebut. Penelitian ini merupakan penelitian deskriptif kualitatif yang dikaji menggunakan teori implementasi strategi menurut Hunger & Wheelen (2003) dengan 3 indikator yaitu program, prosedur, dan anggaran, serta teori kualitas pelayanan publik menurut Nurdin (2019) dengan 6 indikator yaitu sarana pelayanan, keandalan, ketanggapan, jaminan, empati, serta Harga. Hasil penelitian ini menunjukkan implementasi strategi perbaikan kualitas pelayanan publik pada Badan Pusat Statistik Lampung Selatan belum berjalan secara optimal dikarenakan prosedur pelaksanaan program yang masih terkendala mengenai mekanisme waktu pelayanan online, pemanfaatan sarana pelayanan serta minimnya aktor yang terlibat dalam proses pelaksanaan kegiatan sosialisasi. Selanjutnya kualitas pelayanan publik yang tersedia sudah mampu memenuhi dimensi pelayanan publik yang berkualitas terkait penyediaan sarana prasarana yang menunjang, keandalan, jaminan pelayanan, empati, serta harga pelayanan, namun pada dimensi ketanggapan (*responsiveness*) belum maksimal dirasakan masyarakat.

Kata Kunci: Implementasi strategi, Manajemen strategi, Pelayanan publik

ABSTRACT

STRATEGY FOR IMPROVING THE QUALITY OF PUBLIC SERVICES IN BADAN PUSAT STATISTIK SOUTH LAMPUNG REGENCY (Study on Integrated Statistical Services 2022)

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Providing the high quality of public services are government's responsibility. The Integrated Statistical Service Unit of Badan Pusat Statistik seeks to improve the quality of public services by implementing strategies through the Statistical Information Provision and Service Program with various activities, namely socialization, survey activities for data needs and improving digitally based service facilities. This study aims to analyze the process of strategy implementation for improving the quality of public services and to analyze the quality of public services based on the implementation of these strategies. This research is a qualitative descriptive study that using strategy implementation theory according to Hunger & Wheelen (2003) with 3 indicators, namely programs, procedures, and budgets, and the theory of public service quality according to Nurdin (2019) with 6 indicators, namely facilities, reliability, responsiveness, assurance, empathy, and price. The results of this study indicate that the implementation of the strategy to improve the quality of public services in the Badan Pusat Statistik of South Lampung Regency has not run optimally because the procedures for implementing the program are still constrained regarding the mechanism of online service time, utilization of service facilities and the lack of actors that involved in the process of implementing the socialization program. Furthermore, the quality of public services that has been provided are in accordance with the dimensions of the high quality of public services related to the provision of supporting infrastructure, reliability, service assurances, empathy, and service prices, but the responsiveness dimension has not been maximally provided.

Keywords: *Strategy Implementation, Management Strategy, Public Service*