

ABSTRACT

ANALYSIS OF THE IMPLEMENTATION OF PRIMARY SERVICE IN INCREASING COMMUNITY SATISFACTION (STUDY AT CLASS I IMMIGRATION OFFICE TPI BANDAR LAMPUNG)

By

BILQIIS ARIIBAH YUSRIYAH

The TPI Bandar Lampung Class I Immigration Office is one of the government agencies that has the authority to provide public services in matters of immigration. The Directorate General of Immigration which is under the auspices of the Ministry of Law and Human Rights of the Republic of Indonesia as a public organization has the obligation to provide public services to the community, namely passport making services. The TPI Bandar Lampung Class I Immigration Office in terms of service is one of the service units that can be said to be considered good (A), it is known that the public is satisfied with the service. The aim of this research is to analyze the application of excellent service in increasing community satisfaction at the TPI Bandar Lampung Class I Immigration Office. The methods used in this research are observation, interviews and documentation. There are 5 indicators to determine the results in this research, namely: (1) tangibles (physical evidence), (2) reliability (reliability), (3) responsiveness (responsiveness), (4) assurance (guarantee), (5) empathy (empathy). The results of the research show that the quality of service in processing passports at the TPI Bandar Lampung Class I Immigration Office can be said to be good, although there are a few shortcomings, namely in the aspect of empathy (empathy/care) there are still deficiencies in the service system, causing customers to be missed in requesting service, however In other aspects, it has been achieved optimally, namely the tangibles of facilities are adequate, the reliability of service procedures is clear, responsiveness has a quick response, willing to listen and respond to customers, and assurance of guaranteed security in the service process.

Keywords: Public Services; Service Quality; Passport Services

ABSTRAK

ANALISIS PENERAPAN PELAYANAN PRIMA DALAM MENINGKATKAN KEPUASAN MASYARAKAT (STUDI DI KANTOR IMIGRASI KELAS I TPI BANDAR LAMPUNG)

Oleh

BILQIIS ARIIBAH YUSRIYAH

Kantor Imigrasi Kelas I TPI Bandar Lampung merupakan salah satu instansi pemerintahan yang memiliki kewenangan untuk menyelenggarakan pelayanan publik dalam hal keimigrasian. Direktorat Jenderal Imigrasi yang berada dalam naungan Kementerian Hukum dan HAM Republik Indonesia sebagai organisasi publik memiliki kewajiban untuk menyediakan pelayanan publik kepada masyarakat, yaitu pelayanan pembuatan paspor. Kantor Imigrasi Kelas I TPI Bandar Lampung dalam hal pelayanan merupakan salah unit layanan yang dapat dikatakan dan dinilai baik (A) diketahui bahwa masyarakat puas terhadap pelayanan. Tujuan dari penelitian ini yaitu untuk menganalisis penerapan pelayanan prima dalam meningkatkan kepuasan masyarakat di Kantor Imigrasi Kelas I TPI Bandar Lampung. Metode yang digunakan dalam penelitian ini yaitu observasi, wawancara, dan dokumentasi. Terdapat 5 indikator untuk menentukan hasil dalam penelitian ini yaitu: (1) *tangibles* (bukti fisik), (2) *reliability* (kehandalan), (3) *responsiveness* (daya tanggap), (4) *assurance* (jaminan), (5) *empathy* (empati). Hasil penelitian menunjukkan kualitas pelayanan dalam pengurusan paspor di Kantor Imigrasi Kelas I TPI Bandar Lampung dapat dikatakan sudah baik, meskipun ada sedikit kekurangan yaitu pada aspek *emphaty* (empati/kepedulian) masih ada kekurangan dalam sistem pelayanan sehingga menyebabkan ada peneltonongan pelanggan dalam meminta pelayanan, namun pada aspek lainnya sudah tercapai secara maksimal yaitu *tangibles* fasilitas sarana sudah memadai, *reliability* prosedur pelayanan jelas, *responsiveness* memiliki sikap cepat tanggap mau mendengarkan dan merespon pelanggan, dan *assurance* terjaminnya keamanan dalam proses pelayanan.

Kata Kunci: Pelayanan Publik; Kualitas Layanan; Pelayanan Paspor.