

ABSTRAK

Pelayanan publik dalam bidang perizinan memiliki peran strategis dalam mendukung kelancaran investasi dan tata kelola pemerintahan yang akuntabel. Salah satu unsur krusial dalam pelayanan perizinan adalah sistem penanganan pengaduan, yang menjadi wadah bagi masyarakat menyampaikan keluhan terhadap layanan yang diterima. Penelitian ini bertujuan untuk menganalisis sistem penanganan pengaduan pada pelayanan perizinan di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Provinsi Lampung. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Penelitian ini dianalisis menggunakan teori manajemen keluhan dari Davidow (2003), yang meliputi enam indikator: timeliness, facilitation, redress, apology, credibility, dan attentiveness. Hasil penelitian menunjukkan bahwa aspek timeliness diterapkan dengan baik melalui kecepatan petugas dalam merespons dan menyelesaikan pengaduan. Facilitation dinilai sangat memadai, ditandai oleh keberagaman saluran pengaduan dan prosedur yang jelas serta mudah diakses. Pada aspek redress, DPMPTSP menyediakan mekanisme kompensasi dan solusi korektif sesuai ketentuan. Aspek apology tampak dari kesediaan petugas menyampaikan permintaan maaf secara terbuka atas ketidaknyamanan layanan. Dalam credibility, instansi menunjukkan keterbukaan informasi dan komitmen untuk melakukan perbaikan. Sementara attentiveness tercermin dari sikap empatik dan komunikasi responsif petugas kepada masyarakat. Kesimpulan dari penelitian ini adalah bahwa sistem penanganan pengaduan di DPMPTSP Provinsi Lampung telah dilaksanakan secara efektif sesuai prinsip manajemen keluhan dan mampu membangun kepercayaan serta kepuasan masyarakat, sehingga dapat menjadi contoh praktik baik pelayanan publik.

Kata kunci: *Penanganan Pengaduan, Pelayanan Publik, Perizinan, DPMPTSP*

ABSTRACT

Public services in the licensing sector have a strategic role in supporting smooth investment and accountable governance. One crucial element in licensing services is the complaint handling system, which is a forum for the public to submit complaints about the services received. This study aims to analyze the complaint handling system in licensing services at the Capital Investment and One-Stop Integrated Service Office (DPMPTSP) of Lampung Province. The method used is descriptive qualitative with data collection techniques through interviews, observations, and documentation. This study was analyzed using Davidow's (2003) complaint management theory, which includes six indicators: timeliness, facilitation, redress, apology, credibility, and attentiveness. The results of the study indicate that the timeliness aspect is well implemented through the speed of officers in responding to and resolving complaints. Facilitation is considered very adequate, marked by the diversity of complaint channels and clear and easily accessible procedures. In the redress aspect, DPMPTSP provides a compensation mechanism and corrective solutions according to the provisions. The apology aspect is evident from the willingness of officers to openly apologize for the inconvenience of the service. In credibility, the agency shows openness of information and commitment to make improvements. While attentiveness is reflected in the empathetic attitude and responsive communication of officers to the public. The conclusion of this study is that the complaint handling system at the Lampung Province DPMPTSP has been implemented effectively according to the principles of complaint management and is able to build public trust and satisfaction, so that it can be an example of good public service practices.

Keywords: Complaint Handling, Public Service, Licensing, DPMPTSP.