

ABSTRAK

ANALISIS KEPUASAN MASYARAKAT TERHADAP PELAYANAN PERIZINAN PADA DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU PROVINSI LAMPUNG

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Penelitian ini bertujuan untuk menganalisis kepuasan masyarakat terhadap pelayanan perizinan yang diberikan oleh Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Provinsi Lampung. Data diperoleh melalui kuesioner yang disebarakan kepada 100 responden yang telah melakukan atau meminta perizinan di DPMPTSP. Hasil penelitian menunjukkan bahwa mayoritas responden adalah laki-laki (64%) dan perempuan (36%). Dari analisis kuesioner, Indeks Kepuasan Masyarakat (IKM) yang diperoleh adalah 1.448, yang menunjukkan kategori "Baik". Hal ini mengindikasikan bahwa tingkat kepuasan masyarakat terhadap pelayanan perizinan telah menunjukkan perbaikan, meskipun masih terdapat tantangan yang perlu diatasi, seperti transparansi biaya, waktu penyelesaian, dan responsivitas petugas. Meskipun terdapat beberapa aspek pelayanan yang mendapatkan penilaian positif, seperti kemudahan dalam mengurus dan memenuhi persyaratan (Rata-rata 4.0) serta keramahan petugas (Rata-rata 4.2), masih ada segmen masyarakat yang meragukan efektivitas pelayanan. Penelitian ini menemukan bahwa 70% responden merasa puas dengan kemudahan akses informasi, namun 25% masih meragukan efektivitas pelayanan. Oleh karena itu, DPMPTSP perlu melakukan evaluasi menyeluruh terhadap proses dan prosedur yang ada, serta meningkatkan komunikasi dan sosialisasi mengenai layanan yang diberikan. Dengan hasil penelitian ini, diharapkan DPMPTSP dapat terus meningkatkan kepuasan masyarakat serta mempertahankan pelayanan yang sudah baik di DPMPTSP.

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Kata Kunci: Kepuasan Masyarakat, Indeks Kepuasan Masyarakat, Pelayanan Perizinan

ABSTRACT

ANALYSIS OF COMMUNITY SATISFACTION WITH PERMIT SERVICES AT THE INVESTMENT COORDINATION BOARD AND ONE-STOP INTEGRATED SERVICE OF LAMPUNG PROVINCE

By

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This study aims to analyze public satisfaction with the licensing services provided by the Investment and One-Stop Integrated Service Office (DPMPTSP) of Lampung Province. Data were obtained through a questionnaire distributed to 100 respondents who have applied for or requested permits at DPMPTSP. The results of the study indicate that the majority of respondents are male (64%) and female (36%). From the analysis of the questionnaire, the obtained Public Satisfaction Index (IKM) is 1.448, which falls into the "Good" category. This indicates that the level of public satisfaction with the licensing services has shown improvement, although there are still challenges that need to be addressed, such as cost transparency, completion time, and staff responsiveness. Despite several aspects of the service receiving positive evaluations, such as the ease of managing and fulfilling requirements (Average 4.0) and staff friendliness (Average 4.2), there are still segments of the public that doubt the effectiveness of the service. This study found that 70% of respondents are satisfied with the ease of access to information, but 25% still question the effectiveness of the service. Therefore, DPMPTSP needs to conduct a comprehensive evaluation of the existing processes and procedures, as well as improve communication and socialization regarding the services provided. With the results of this study, it is hoped that DPMPTSP can continue to enhance public satisfaction and maintain the good services already provided.

Keywords: Community Satisfaction, Community Satisfaction Index, Permit Services