

ABSTRAK

PENGARUH KUALITAS LAYANAN PERMEN MANIS TERHADAP KEPUASAN MASYARAKAT DI DISDUKCAPIL KOTA BANDAR LAMPUNG

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Kualitas pelayanan publik menjadi elemen penting dalam meningkatkan kepuasan masyarakat, termasuk melalui inovasi digital seperti program Permen Manis di Dinas Kependudukan dan Pencatatan Sipil (Disdukcapil) Kota Bandar Lampung. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan Permen Manis terhadap kepuasan masyarakat. Metode yang digunakan adalah kuantitatif eksplanatif dengan teknik *purposive sampling* terhadap 379 responden. Hasil penelitian menunjukkan bahwa kualitas layanan secara umum dinilai baik dan kepuasan masyarakat berada pada kategori puas, meskipun terdapat kelemahan pada beberapa indikator seperti kejelasan informasi, ketepatan waktu, responsivitas, kompetensi teknis, serta perhatian personal. Terdapat hubungan yang sangat kuat dan positif antara kualitas layanan dan kepuasan masyarakat dengan koefisien korelasi sebesar 0,871. Hasil uji t menunjukkan pengaruh signifikan yaitu nilai t hitung 34,448 lebih besar dari t tabel 1,96 dengan nilai signifikan 0,00 atau kurang dari 0,05. Analisis regresi menunjukkan bahwa setiap peningkatan 1% kualitas layanan akan meningkatkan kepuasan masyarakat sebesar 0,922. Nilai determinasi sebesar 75,8% menunjukkan bahwa kualitas layanan Permen Manis berpengaruh terhadap kepuasan masyarakat.

Kata Kunci: Pelayanan Publik, Kualitas Layanan, Permen Manis, Kepuasan Masyarakat

ABSTRACT

THE INFLUENCE OF "PERMEN MANIS" SERVICE QUALITY ON COMMUNITY SATISFACTION AT THE CIVIL REGISTRATION OFFICE OF BANDAR LAMPUNG CITY

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The quality of public services is a crucial element in enhancing community satisfaction, including through digital innovations such as the "Permen Manis" program at the Civil Registration and Vital Statistics Office (Disdukcapil) of Bandar Lampung City. This study aims to analyze the influence of the "Permen Manis" service quality on community satisfaction. The research employed a quantitative explanatory method with purposive sampling involving 379 respondents. The results show that, in general, the service quality is rated as good, and community satisfaction falls into the satisfied category, although some weaknesses were identified in indicators such as clarity of information, timeliness, responsiveness, technical competence, and personal attention. A very strong and positive correlation was found between service quality and community satisfaction, with a correlation coefficient of 0.871. The t-test results show a significant effect, with a t-count value of 34.448 greater than the t-table value of 1.96 and a significance value of 0.00 (less than 0.05). Regression analysis indicates that every 1% increase in service quality results in a 0.922 increase in community satisfaction. The coefficient of determination (R^2) of 75.8% demonstrates that the quality of the "Permen Manis" service significantly influences community satisfaction.

Keywords: Public Service, Service Quality, Permen Manis, Community Satisfaction