

KUALITAS PELAYANAN PADA DINAS PERINDUSTRIAN DAN PERDAGANGAN PROVINSI DAERAH ISTIMEWA YOGKARTA

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Abstrak

Tujuan laporan tugas akhir ini adalah untuk mengetahui kualitas pelayanan pada Dinas Perindustrian dan Perdagangan Provinsi Daerah Istimewa Yogyakarta (DIY). Untuk dapat mengetahui kualitas pelayanannya, maka peneliti memilih untuk menggunakan metode *SERVQUAL* dengan menyebarkan kuesioner kepada seluruh masyarakat yang pernah mendapatkan pelayanan pada Dinas Perindustrian dan Perdagangan Provinsi DIY. Metode *SERVQUAL* digunakan untuk mengukur kualitas layanan dengan dimensi yang terdiri dari dimensi *tangible* (bukti fisik), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), *empathy* (empati).

Dengan menggunakan lima dimensi tersebut maka masyarakat dapat memberikan penilaian seberapa puas mereka terhadap kualitas pelayanan yang disediakan. Hasil penelitian menunjukkan bahwa kualitas pelayanan yang disediakan sudah baik. Pengukuran kualitas pelayanan terbukti dapat meningkatkan kepercayaan dan memberikan citra baik masyarakat kepada Dinas Perindustrian dan Perdagangan Provinsi DIY.

Kata kunci: kualitas pelayanan publik, dimensi *servqual*, *tangible*, *reliability*, *responsiveness*, *assurance*, *empathy*

QUALITY OF SERVICE IN THE DEPARTMENT OF INDUSTRY AND TRADE OF THE SPECIAL REGION OF YOGYAKARTA

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Abstract

The purpose of this final report is to determine the quality of service at the Department of Industry and Trade of the Special Region of Yogyakarta (DIY). To be able to determine the quality of service, the researchers chose to use the SERVQUAL method by distributing questionnaires to all people who had received services at the Department of Industry and Trade of the Province of DIY. The SERVQUAL method is used to measure service quality with dimensions consisting of tangible (physical evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), empathy (empathy).

By using these five dimensions, the community can provide an assessment of how satisfied they are with the quality of services provided. The results showed that the quality of service provided was good. Measurement of service quality has been proven to increase trust and provide a good image of the community to the Department of Industry and Trade of the DIY Province.

Keywords: public service quality, servqual dimensions, tangible, reliability, responsiveness, assurance, empathy