

Pengembangan Strategi Peningkatan Kualitas Layanan Publik Di Mal Pelayanan Publik Banyuwangi Menggunakan SERVQUAL Dan IPA

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ABSTRAK

Penelitian ini dilakukan sebagai respons terhadap semakin tingginya ekspektasi masyarakat terhadap kualitas layanan publik di Mal Pelayanan Publik (MPP) Kabupaten Banyuwangi, yang meskipun telah beroperasi sejak tahun 2017 sebagai inovasi pelayanan di bawah DPMPTSP, masih menghadapi berbagai tantangan seperti adanya kesenjangan antara harapan dan persepsi masyarakat terhadap layanan yang diterima, budaya organisasi yang belum optimal, serta belum adanya pemetaan prioritas perbaikan yang berbasis data, sehingga penelitian ini bertujuan untuk mengevaluasi dan meningkatkan kualitas layanan publik melalui pendekatan integratif metode SERVQUAL dan Importance-Performance Analysis (IPA), yang mana SERVQUAL digunakan untuk mengukur kesenjangan antara harapan dan persepsi pelanggan berdasarkan lima dimensi utama yaitu tangible, reliability, responsiveness, assurance, dan empathy, sedangkan IPA digunakan untuk memetakan kinerja dan tingkat kepentingan tiap indikator layanan guna menentukan prioritas utama dalam peningkatan kualitas, dengan hasil penelitian menunjukkan adanya kesenjangan signifikan terutama pada dimensi tangible dan assurance, serta ditemukannya sejumlah indikator dalam kuadran I IPA yang menandakan prioritas utama untuk ditingkatkan, dan dengan demikian disimpulkan bahwa penggunaan metode SERVQUAL dan IPA secara terpadu mampu memberikan gambaran yang komprehensif terhadap kualitas layanan publik di MPP Kabupaten Banyuwangi serta menjadi dasar dalam perumusan strategi peningkatan layanan yang efektif dan berkelanjutan dalam rangka memperkuat kepuasan dan kepercayaan masyarakat terhadap pelayanan publik.

Kata Kunci: Kualitas Layanan Pelanggan; Servqual; IPA; Mal Pelayanan Publik; Sektor Layanan Publik.

Development of Public Service Quality Improvement Strategy in Banyuwangi Public Service Mall Using SERVQUAL and IPA

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ABSTRACT

This study was conducted in response to the increasing public expectations of the quality of public services at the Public Service Mall (MPP) of Banyuwangi Regency. Although it has been operating since 2017 as a service innovation under DPMPTSP, it still faces various challenges such as the gap between public expectations and perceptions of the services received, a less-than-optimal organizational culture, and the absence of data-based improvement priority mapping. Hence, this study aims to evaluate and improve the quality of public services through an integrative approach to the SERVQUAL method and Importance-Performance Analysis (IPA), where SERVQUAL is used to measure the gap between customer expectations and perceptions based on five main dimensions, namely tangible, reliability, responsiveness, assurance, and empathy. While IPA is used to map the performance and level of importance of each service indicator to determine the main priority in improving quality. The results of the study show a significant gap especially in the tangible and assurance dimensions, and the discovery of several indicators in quadrant I of IPA which indicate the main priority to be improved. Thus, it is concluded that the use of SERVQUAL and IPA methods in an integrated manner can provide a comprehensive picture of the quality of public services in MPP Banyuwangi Regency and become the basis for formulating effective and sustainable service improvement strategies in order to strengthen public satisfaction and trust in public services.

Keywords: Customer Service Quality; Servqual; IPA; Public Service Mall; Public Service Sector.

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