

DAMPAK KUALITAS PELAYANAN TERHADAP KEPUASAN MASYARAKAT DI MAL PELAYANAN PUBLIK KOTA TANJUNGPINANG

Oleh:

Viona Pramesty Eka Putri

NIM. 2205020041

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak kualitas pelayanan terhadap kepuasan masyarakat di Mal Pelayanan Publik Kota Tanjungpinang. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teori utama *Expectation Disconfirmation Theory* oleh Oliver dan teori pendukung *SERVQUAL* yang meliputi dimensi *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy*. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi dengan informan yang terdiri dari masyarakat pengguna layanan, pegawai Mal Pelayanan Publik, dan pihak DPMPTSP Kota Tanjungpinang. Analisis data menggunakan model interaktif Miles dan Huberman melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa kualitas pelayanan di Mal Pelayanan Publik Kota Tanjungpinang secara umum telah memenuhi harapan dan memberikan kepuasan kepada masyarakat. Hal ini ditunjukkan melalui dimensi *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy* yang tercermin dari pelayanan yang cukup cepat, sikap pegawai yang ramah, fasilitas yang memadai, serta kemudahan akses pelayanan. Namun, masih ditemukan beberapa kendala, seperti waktu tunggu pada layanan tertentu dan prosedur yang dianggap cukup rumit. Dengan demikian, kualitas pelayanan yang baik berkontribusi terhadap peningkatan kepuasan, kepercayaan, dan kenyamanan masyarakat dalam menggunakan layanan publik.

Kata Kunci: Kualitas Pelayanan, Kepuasan Masyarakat, *SERVQUAL*, Mal Pelayanan Publik.

***“THE IMPACT OF SERVICE QUALITY ON COMMUNITY SATISFACTION
AT THE PUBLIC SERVICE MALL OF TANJUNGPINANG CITY”***

By:

Viona Pramesty Eka Putri

NIM. 2205020041

ABSTRACT

This study aims to analyze the impact of service quality on community satisfaction at the Public Service Mall of Tanjungpinang City. The research uses a descriptive qualitative approach with the main theory of Expectation Disconfirmation Theory by Oliver and the supporting theory of SERVQUAL, which includes the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Data collection techniques were conducted through interviews, observations, and documentation involving service users, Public Service Mall employees, and the DPMPTSP of Tanjungpinang City as informants. Data analysis used the interactive model of Miles and Huberman through data reduction, data presentation, and conclusion drawing. The results indicate that the service quality at the Public Service Mall of Tanjungpinang City has generally met community expectations and contributed to community satisfaction. This is reflected in the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, which are demonstrated through relatively prompt services, courteous staff, adequate facilities, and easy access to public services. However, several challenges remain, including waiting times for certain services and procedures that are perceived as relatively complicated. Therefore, good service quality contributes to enhancing community satisfaction, trust, and comfort in utilizing public services.

Keywords: *Service Quality, Community Satisfaction, SERVQUAL, Public Service Mall.*