

ABSTRAK

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Penelitian ini dilakukan karena adanya penurunan kualitas pelayanan publik di PT Pos Indonesia (Persero) Kota Bandung. Permasalahan tersebut terlihat dari beberapa hal, seperti kurangnya kualitas fasilitas fisik (*tangibles*) yang memengaruhi kepuasan pelanggan, ketepatan dalam layanan serta informasi (*reliability*), dan kurangnya respon terhadap keluhan pelanggan (*responsiveness*). Selain itu, kualitas pelayanan dari segi jaminan (*assurance*) juga memengaruhi tingkat kepercayaan dan kepuasan pelanggan, begitu juga dengan sikap empati (*empathy*) yang kurang terhadap kebutuhan pelanggan. Semua masalah ini berdampak pada buruknya kualitas pelayanan, sehingga banyak pelanggan beralih ke jasa ekspedisi lain atau kompetitor yang menawarkan layanan publik dan jasa serupa dengan kualitas yang lebih baik.

Penelitian bertujuan untuk mengetahui bagaimana kualitas pelayanan publik di PT Pos Indonesia (Persero) Kota Bandung. Untuk menganalisis kualitas fisik (*tangibles*) terhadap kualitas pelayanan, menganalisis keandalan layanan yang diberikan dan ketepatan waktu pengiriman (*reliability*) serta ketepatan informasi, menganalisis pengaruh daya tanggap (*responsiveness*) terhadap kebutuhan dan keluhan serta kepuasan pelanggan, menganalisis pengaruh kualitas dan pelayanan asuransi (*assurance*) terhadap kepercayaan dan kepuasan pelanggan, serta menganalisis sikap empati (*empathy*) terhadap kebutuhan pelanggan yang mempengaruhi kepuasan pelanggan.

Metode yang digunakan dalam penelitian ini yaitu metode kualitatif dengan pendekatan deskriptif. Dengan teknik pengumpulan data dilakukan melalui wawancara dengan pelanggan dan petugas PT Pos yang berjumlah 8 orang, serta di perkuat dengan observasi langsung ke lapangan, dokumentasi. Dan Teknik keabsahan pengumpulan data menggunakan triangulasi responden. Serta Teknik analisis data menggunakan pengumpulan data, reduksi data, penyajian data, terakhir penarikan Kesimpulan atau verifikasi data. Teori penelitian ini menggunakan Zeithaml et.al (Hardiyansyah, 2018) menyederhanakan menjadi lima dimensi yang disebut dengan SERVQUAL (kualitas pelayanan) *Tangibles*, *Reliability*, *Responsiveness*, *Asuransi*, *Empaty*.

Berdasarkan hasil penelitian mengenai kualitas pelayanan publik pada PT Pos Indonesia (Persero) di Kota Bandung melalui pendekatan lima dimensi SERVQUAL, dapat disimpulkan bahwa meskipun perusahaan telah menunjukkan upaya dalam memberikan pelayanan yang layak, masih terdapat sejumlah celah yang signifikan yang perlu segera dibenahi agar tercapai pelayanan publik yang efektif, efisien, dan berorientasi pada kepuasan pelanggan.

Kata kunci: Kualitas Pelayanan Publik, Kepuasan Pelanggan, SERVQUAL, PT Pos Indonesia.

ABSTRACT

This research was conducted because there is a decrease in the quality of public services at PT Pos Indonesia (Persero) Kota Bandung. The problem can be seen from several things, such as the lack of quality of physical facilities (tangibles) that affect customer satisfaction, accuracy in service and information (reliability), and the lack of quality of public customer satisfaction, accuracy in service and information (reliability), and lack of responsiveness to customer complaints (responsiveness). lack of response to customer complaints (responsiveness). Besides In addition, the quality of service in terms of assurance also affects the level of customer trust and satisfaction. level of customer trust and satisfaction, as well as a lack of empathy for customer needs. that is lacking in customer needs. All of these problems have an impact on poor overall service quality, so that many customers switch to other expedition services or competitors. switch to other expedition services or competitors that offer similar services with better quality. and similar services with better quality.

The research aims to find out how the quality of public services at PT Pos Indonesia (Persero) Bandung City. To analyze physical quality (tangibles) against service quality, analyze the reliability of services provided by PT Pos Indonesia (Persero) Bandung City. services, analyze the reliability of the services provided and the timeliness of delivery (reliability) and the accuracy of information. Delivery (reliability) as well as the accuracy of information, analyzing the effect of responsiveness on needs and complaints and customer satisfaction, analyzing the effect of quality and service on service quality. customer satisfaction, analyzing the effect of quality and insurance services (assurance) on customer trust and satisfaction, and analyzing the attitude of empathy towards customer needs. (empathy) towards customer needs that affect customer satisfaction. customer satisfaction.

The method used in This research is a qualitative method with a descriptive approach. With data collection techniques data collection techniques were carried out through interviews with customers and PT Pos officers totaling 8 people, as well as strengthened by direct observation to the field, documentation. strengthened by direct observation to the field, documentation. And the technique of validity validity technique of data collection using respondent triangulation. And data analysis techniques using data collection, data reduction, data presentation, finally drawing conclusions or verifying data. or data verification. The theory of this research uses Zeithaml et.al (Hardiyansyah, 2018) simplifying into five dimensions called SERVQUAL (service quality) Tangibles, Reliability, Responsiveness, Insurance,Empaty.

Based on the results of research on the quality of public services at PT Pos Indonesia (Persero) in Bandung City through a five-dimensional approach. SERVQUAL approach, it can be concluded that although the company has shown efforts in providing decent service, there are still in providing decent service, there are still a number of significant gaps that need to be addressed immediately in order to improve the quality of public services. significant gaps that need to be addressed immediately in order to achieve effective, efficient, and satisfaction-oriented public services.effective, efficient, and oriented towards customer satisfaction.

Keywords: *Public Service Quality, Customer Satisfaction, SERVQUAL, PT Pos Indonesia.*