

ABSTRAK

DELIA FAHIRA HIDAYAT (1228010049) : KUALITAS PELAYANAN DALAM PERIZINAN PENDIRIAN SATUAN PENDIDIKAN DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU KOTA BANDUNG.

Penelitian ini dilatarbelakangi oleh transformasi pelayanan perizinan pendirian satuan pendidikan berbasis digital di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Bandung melalui sistem online dan aplikasi GAMPIL. Meskipun pelayanan digital memberikan kemudahan, masih ditemukan kendala berupa rendahnya pemahaman masyarakat terhadap prosedur dan persyaratan administrasi.

Penelitian ini bertujuan untuk menganalisis kualitas pelayanan perizinan pendirian satuan pendidikan di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Bandung berdasarkan dimensi kualitas pelayanan.

Kerangka pemikiran penelitian ini menggunakan teori SERVQUAL menurut Zeithaml (1990) yang meliputi tangibles, reliability, responsiveness, assurance, dan empathy. Teori ini digunakan untuk mengukur kualitas pelayanan publik dalam proses perizinan pendirian satuan pendidikan.

Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri dari aparatur pelayanan dan masyarakat pengguna layanan. Teknik analisis data menggunakan reduksi data, penyajian data, serta penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa kualitas pelayanan perizinan pendirian satuan pendidikan sudah berjalan cukup baik. Hal tersebut ditunjukkan melalui fasilitas pelayanan yang memadai, kemampuan petugas dalam menggunakan sistem digital, serta pelayanan yang responsif dan ramah. Namun, masih terdapat kendala berupa rendahnya pemahaman masyarakat terhadap prosedur dan persyaratan administrasi sehingga diperlukan peningkatan sosialisasi dan pendampingan pelayanan.

Kata Kunci: Kualitas Pelayanan, SERVQUAL, Pelayanan Publik, Perizinan Pendidikan

ABSTRACT

DELIA FAHIRA HIDAYAT (1228010049): SERVICE QUALITY IN THE LICENSING PROCESS FOR THE ESTABLISHMENT OF EDUCATIONAL INSTITUTIONS AT THE INVESTMENT AND ONE-STOP INTEGRATED SERVICE OFFICE OF BANDUNG CITY.

This research was motivated by the transformation of digital-based licensing services for the establishment of educational institutions at Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Bandung through an online system and the GAMPIL application. Although digital services provide convenience, there are still obstacles related to the public's low understanding of procedures and administrative requirements.

This study aims to analyze the quality of licensing services for the establishment of educational institutions at Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Bandung based on service quality dimensions.

The conceptual framework of this study uses the SERVQUAL theory proposed by Valarie A. Zeithaml (1990), which includes tangibles, reliability, responsiveness, assurance, and empathy. This theory is used to measure the quality of public services in the licensing process for establishing educational institutions.

The research method used is a qualitative method with a descriptive approach. Data collection techniques were carried out through observation, interviews, and documentation. The research informants consisted of service officers and community members as service users. Data analysis techniques included data reduction, data presentation, and conclusion drawing.

The results showed that the quality of licensing services for the establishment of educational institutions has generally been quite good. This is indicated by adequate service facilities, the ability of officers to operate digital systems, and responsive and friendly services. However, there are still obstacles related to the public's low understanding of procedures and administrative requirements, so increased socialization and service assistance are needed.

Keywords: Service Quality, SERVQUAL, Public Service, Educational Licensing