

ABSTRAK

FARADILA KAMILA RERY, 1228010070, 2026. PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PEMOHON DALAM PENERBITAN SURAT KETERANGAN MAGANG DI KESBANGPOL PROVINSI JAWA BARAT.

Pelayanan penerbitan Surat Keterangan Magang di Badan Kesatuan Bangsa dan Politik (Bakesbangpol) Provinsi Jawa Barat masih menghadapi berbagai kendala yang berdampak pada kepuasan pemohon, di antaranya tingginya angka penolakan permohonan akibat ketidaklengkapan dokumen, kurangnya kejelasan informasi prosedur dan persyaratan, kendala teknis pada sistem pelayanan berbasis daring (Jabar Form) dan Tanda Tangan Elektronik (TTE), serta miskomunikasi antara petugas *front office* dengan bidang pelaksana. Permasalahan tersebut menimbulkan kesenjangan antara harapan pemohon dengan kinerja pelayanan yang diterima, khususnya setelah diberlakukannya sistem pelayanan daring sejak 1 Oktober 2025.

Penelitian ini bertujuan untuk mengetahui pengaruh *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy* baik secara parsial maupun simultan terhadap kepuasan pemohon pada pelayanan penerbitan Surat Keterangan Magang di Bakesbangpol Provinsi Jawa Barat.

Penelitian ini menggunakan teori SERVQUAL (Zeithaml, Parasuraman & Berry, 1990) dengan lima dimensi kualitas pelayanan, serta *Expectancy Disconfirmation Theory* (Oliver, 1980) untuk menjelaskan kepuasan pemohon. Hipotesis menduga kelima dimensi berpengaruh signifikan terhadap kepuasan pemohon, baik secara parsial maupun simultan.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Populasi penelitian adalah pemohon Surat Keterangan Magang periode Januari–September 2025 sebanyak 607 orang, dengan sampel sebanyak 86 responden yang ditentukan menggunakan rumus Slovin dan teknik purposive sampling serta proportional random sampling. Teknik pengumpulan data dilakukan melalui observasi, dokumentasi, dan kuesioner dengan skala *Likert*. Data dianalisis menggunakan uji instrumen (validitas dan reliabilitas), uji asumsi klasik, regresi linear berganda, uji t, uji F, serta uji koefisien determinasi dengan bantuan program IBM SPSS Statistics.

Hasil penelitian menunjukkan bahwa dimensi *tangible* (t hitung 3,363 > t tabel 1,990; sig. 0,001) dan *empathy* (t hitung 2,024 > t tabel 1,990; sig. 0,046) berpengaruh signifikan terhadap kepuasan pemohon, sedangkan dimensi *reliability* (sig. 0,197), *responsiveness* (sig. 0,217), dan *assurance* (sig. 0,171) tidak berpengaruh signifikan secara parsial. Secara simultan, kelima dimensi kualitas pelayanan berpengaruh signifikan terhadap kepuasan pemohon dengan nilai F hitung 28,885 > F tabel 2,329 (sig. 0,000), dan nilai Adjusted R Square sebesar 0,621 yang menunjukkan bahwa 62,1% variasi kepuasan pemohon dapat dijelaskan oleh kelima dimensi tersebut.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pemohon, SERVQUAL

ABSTRACT

FARADILA KAMILA RERY, 1228010070, 2026. THE EFFECT OF SERVICE QUALITY IN APPLICANT SATISFACTION IN THE ISSUANCE OF INTERNSHIP CERTIFICATES AT KESBANGPOL WEST JAVA PROVINCE.

The issuance of Internship Certificates at the Regional Unity and Politics Agency (Bakesbangpol) of West Java Province still faces various obstacles that affect applicant satisfaction, including a high rate of application rejection due to incomplete documents, lack of clarity in procedural information and requirements, technical constraints in the online service system (Jabar Form) and Electronic Signature (TTE), as well as miscommunication between front office staff and the implementing division. These issues have created a gap between applicant expectations and the actual service performance received, particularly following the implementation of the online service system since October 1, 2025.

This study aims to determine the effect of tangible, reliability, responsiveness, assurance, and empathy, both partially and simultaneously, on applicant satisfaction in the issuance of Internship Certificates at Bakesbangpol West Java Province.

This study employs the SERVQUAL theory (Zeithaml, Parasuraman & Berry, 1990) with five dimensions of service quality, as well as the Expectancy Disconfirmation Theory (Oliver, 1980) to explain applicant satisfaction. The hypothesis assumes that the five dimensions have a significant effect on applicant satisfaction, both partially and simultaneously.

This study uses a quantitative approach with a descriptive method. The population consists of applicants for Internship Certificates during the period of January–September 2025, totaling 607 people, with a sample of 86 respondents determined using the Slovin formula, purposive sampling, and proportional random sampling techniques. Data collection techniques include observation, documentation, and questionnaires using a Likert scale. Data were analyzed using instrument tests (validity and reliability), classical assumption tests, multiple linear regression, t-test, F-test, and coefficient of determination test with the assistance of IBM SPSS Statistics.

The results show that the tangible dimension (t count $3.363 > t$ table 1.990 ; sig. 0.001) and empathy dimension (t count $2.024 > t$ table 1.990 ; sig. 0.046) have a significant effect on applicant satisfaction, while reliability (sig. 0.197), responsiveness (sig. 0.217), and assurance (sig. 0.171) do not have a significant partial effect. Simultaneously, the five dimensions of service quality have a significant effect on applicant satisfaction, with an F count of $28.885 > F$ table 2.329 (sig. 0.000), and an Adjusted R Square value of 0.621 , indicating that 62.1% of the variation in applicant satisfaction can be explained by these five dimensions. Keywords: Service Quality, Applicant Satisfaction, SERVQUAL