

Peningkatan kualitas pelayanan sistem perijinan perdagangan online pada Kementerian Perdagangan di Indonesia = Improvement of quality online trade licensing system in Trade Ministry of Republic Indonesia / Asmirawati Ismail

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Abstrak

ABSTRAK

Pelayanan pada sektor publik fasilitas Intrade perdagangan diharapkan mempunyai kualitas yang setara dengan negara-negara lain. Proses pelayanan yang transparan dan cepat merupakan nilai penting yang diharapkan oleh eksportir dan importer. Penelitian ini menggunakan metode Service Quality dan Quality Function Deployment untuk menilai kepuasan pengguna dan mendapatkan atribut perbaikan sistem. Penelitian ini menghasilkan lima dimensi penting yaitu efektifitas, kepercayaan, reliabilitas, otomatisasi formalitas, dan citizen support. Didapatkan faktor teknis yang perlu mendapatkan perhatian yaitu peningkatan pencapaian service level arrangement, peningkatan wawasan sumber daya manusia dan 100% online dengan digitalisasi sertifikat dan pengesahan.

ABSTRACT

The quality of trade facilitation public service expected to have the same quality with other countries. The transparent process and quick service are important value that expected by exporters and importers. This research using Service Quality and Quality Function Deployment method to measure the user satisfaction and get the attributes for improvement the system. There are five important dimensions the result of this research; effectiveness, trust, reliability, formalityautomation, and citizen support. Obtained technical factors that need attention, continuous service as service level arregation, increasing the knowledge of human resources and 100% online system by digitilizing certificate and endorsement process.