

## Kualitas Pelayanan Perizinan, Nonperizinan, dan Instansi di Mal Pelayanan Publik DKI Jakarta = Quality Of Licensing, Non-Licensing, and Agency Services at Public Service Malls In DKI Jakarta

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### Abstrak

Penelitian ini bertujuan untuk mengukur kualitas pelayanan perizinan, nonperizinan, dan instansi di Mal Pelayanan Publik DKI Jakarta. Penelitian ini menggunakan lima dimensi Service Quality oleh Zeithaml, Berry dan Parasuraman (1985), yaitu dimensi Tangible, Reliability, Responsiveness, Assurance, dan Empathy. Peneliti menggunakan pendekatan kuantitatif dengan teknik pengumpulan data kuantitatif dan kualitatif, yaitu survei, wawancara mendalam, observasi peneliti, dan studi kepustakaan. Survei dilakukan secara offline di gedung MPP DKI Jakarta dan online melalui platform Google Form dengan total responden sebanyak 150 responden. Selain itu, juga dilakukan wawancara mendalam dengan beberapa pihak yang berkaitan dengan DPMPTSP DKI Jakarta, pengguna layanan di MPP DKI Jakarta, petugas frontliner di MPP DKI Jakarta, dan akademisi bidang pelayanan publik. Hasil penelitian menunjukkan bahwa kualitas pelayanan perizinan, nonperizinan, dan instansi di Mal Pelayanan Publik DKI Jakarta sudah baik, yaitu sebesar 84,7% dengan Tangible sebagai dimensi yang mendapat kategori tertinggi (84%) dan Responsiveness memiliki angka terendah (76%). Berdasarkan hasil penelitian, maka masih diperlukan perbaikan-perbaikan dalam kualitas pelayanan perizinan, nonperizinan, dan instansi di Mal Pelayanan Publik DKI Jakarta oleh berbagai pihak terutama DPMPTSP DKI Jakarta sebagai penyelenggara layanan.

.....This study aims to measure the quality of licensing, non-licensing, and agency service at Public Service Malls in DKI Jakarta. This study used five dimensions of Service Quality by Zeithaml, Berry and Parasuraman (1985), namely the dimensions of Tangible, Reliability, Responsiveness, Assurance, and Empathy. Researchers use quantitative approaches with quantitative and qualitative data collection techniques, namely surveys, in-depth interviews, simple observations of researchers, and literature studies. The survey was conducted offline at the MPP DKI Jakarta building and online through the Google Form platform with a total of 150 respondents. In addition, in-depth interviews were also conducted with several parties related to DPMPTSP DKI Jakarta, service users at MPP DKI Jakarta, frontliners at MPP DKI Jakarta, and academics in the field of public services. The results showed that the quality of licensing, non-licensing, and agency service at Public Service Malls in DKI Jakarta was good, which was 84.7% with Tangible as the dimension that received the highest category (84%) and Responsiveness had the lowest number (76%). Based on the results of the research, improvements are still needed in the quality of licensing, non-licensing, and agency service at Public Service Malls in DKI Jakarta by various parties, especially DPMPTSP DKI Jakarta as a service provider.