

# Kualitas Pelayanan Pusat Pelayanan Informasi dan Pengaduan (PINDU) Kabupaten Pinrang Diukur dengan Pendekatan Hierarchical Model of Perceived Service Quality = Service Quality of Center for Information and Complaints Services (Pindu) of The Pinrang Regency Measured by The Hierarchical Model of Perceived Service Quality Approach

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## Abstrak

Tesis ini membahas kualitas pelayanan pengaduan masyarakat yang diselenggarakan oleh Pusat Pelayanan Informasi dan Pengaduan (PINDU) Kabupaten Pinrang. Meski telah berupaya mewujudkan pelayanan pengaduan berkualitas baik, jumlah pengaduan yang masuk ke PINDU cenderung menurun setiap tahunnya. Penelitian ini bertujuan menganalisis kualitas pelayanan pengaduan PINDU Pemkab. Pinrang diukur dengan pendekatan *hierarchical model of perceived service quality*. Penelitian ini menggunakan paradigma *positivist*. Pengumpulan data dilakukan secara kuantitatif melalui survei dalam bentuk penyebaran kuisioner. Responden penelitian adalah masyarakat Pinrang yang pernah merasakan pelayanan pengaduan PINDU pada tahun 2018–2019 sebanyak 103 responden. Pengolahan data menggunakan *software* Microsoft Excel 2010, *Statistical Package for the Social Sciences* (SPSS) 22 dan aplikasi MSI Stat97.XLA. Analisa data dilakukan secara deskriptif. Hasil penelitian menunjukkan bahwa kualitas pelayanan pengaduan PINDU berada pada kategori cukup baik dengan capaian nilai sebesar 3.3556. Oleh karenanya, Pemkab Pinrang perlu meningkatkan kualitas pelayanan PINDU. Upaya ini dapat dimulai secara berurut dari dimensi dengan nilai persepsi terendah hingga dimensi dengan nilai persepsi tertinggi yaitu kualitas hasil, kualitas lingkungan fisik dan kualitas interaksi.

**Kunci:** Penanganan Pengaduan, Kualitas Pelayanan, Kualitas Interaksi, Kualitas Lingkungan Fisik, Kualitas Hasil.

.....This thesis discusses the quality of public complaint services organized by the Center for Information and Complaints Service (PINDU) of Pinrang Regency. Although PINDU has made efforts to deliver good quality complaint services, the number of complaints tends to decrease every year. This study aims to analyze the quality of complaint services at the PINDU of the Pinrang Regency Government measured by the hierarchical model of perceived service quality approach. This study uses a *positivist* paradigm. The data was collected quantitatively using a survey method through questionnaires. Research respondents were the Pinrang community that had experienced PINDU complaint services between 2018–2019, with total respondents of 103. Data processing used Microsoft Excel 2010, *Statistical Package for the Social Sciences* (SPSS) 22, and the MSI Stat97.XLA application. Data analysis was done descriptively. The result shows that the complaints service quality of PINDU is in a good enough category with a score of 3.3556.

Therefore, Pinrang Regency Government needs to improve the quality of PINDU services. This effort can be started sequentially from the dimension with the lowest perceived value to the dimension with the highest perceived value, namely the quality of the results, the quality of the physical environment, and the interaction quality.

**Key Words:** Complaint Handling, Service Quality, Interaction Quality, Physical Environment Quality, Outcome Quality.