SUMMARY

AMITA RIZKA WINDYANI. Customer Satisfaction Analysis on Birth Certificate Registration in Depok, West Java. Supervised by AIDA VITAYALA HUBEIS and IDQAN FAHMI.

Excellent service and customer satisfaction is an indicator of the quality of service of a public institution at this time. Birth certificate is one of the basic rights that should be owned by citizens as identity. IKM has done by Depok Government on the birth certificate service provides 82.12% on the figure for 2012. This figure is in the category Satisfied that means people are satisfied with the services performed. IKM survey conducted using the number of respondents 40 respondents, but only based on the analysis of the scores on the questionnaire without any deeper information from the respondents. On the basis of measurements to criticize the work done, this research aims to determine the level of satisfaction of people who will be accompanied by Disdukcapil employee perceptions regarding the services performed. The specific objective of this study was to analyze the Disdukcapil’s employee perceptions on providing excellent public service, analyze the level of public satisfaction about the services of birth certificates and formulate alternative strategies for improving service quality.

The study was conducted at the Office of Population and Civil Registration (Disdukcapil) Depok, West Java. Sample respondents were divided into two groups: Service employee respondents and community respondents. Respondents Service employee is determined by purposive sampling as many as 13 respondents. Respondents determined accidental community of 100 respondents. Data analysis was performed by an independent test of customer service, self-test characteristics of a customer-focused institution, Servqual analysis, importance-performance analysis of the customer (Importance Performance Analysis) and analysis of customer satisfaction index (Customer Satisfaction Index).

The results showed that the perception by Disdukcapil staff, the service has been performed on Good category. This means that the services performed by the Department to the community-oriented enough. On the measurement of quality management implementation in Disdukcapil elements, there is a category known characteristics that have lower levels of implementation. Categories of competence, capability and empowerment of employees have application management application most low quality compared to other categories. This can be caused due to low employee involvement aspects of the decision-making process and the difficulty of empowering Department employees from other parts to come serve at the counter if needed.

Results of the analysis showed that the respondents based on the dimensions of SERVQUAL, reliability dimension officers (reliability) has the greatest difference between the expectation with acceptable performance. In the interest-rate performance analysis (IPA) note that there are three attributes of services that require priority to be fixed, ie the physical facilities support services, the attitude of the officers in providing services immediately, and the attitude of officers who are willing to help at busy times. CSI calculation results gave a
figure of 59.05% and is in the category PT Sucofindo enough in scale. These results are in contrast to the results of SME in 2012.

Differences in perception between the public officials, can be analyzed by plotting the actual time span required in recording the birth certificate. The actual process of recording birth certificates take 14-15 calendar days. However, the specified SOP requires a month's time in handling birth certificates. This was one factor that led to differences in the perception of public service. According to the institution officials, the service provided was good being able to exceed the standards specified time.

Based on the results of research conducted then given some recommendations in the managerial applications. Alternative strategies that can be done include periodic evaluation independently by Disdukcapil to draw feedback from the community about the services performed. Increased frequency of service excellence for the training of the ministry officials also work to improve the competence and capability of personnel in service delivery. Better queuing management is also done to deal with the buildup of files that can not be anticipated with the addition of field personnel or other sections. Standards related to the time required in the completion of a birth certificate, the determination of the new SOP is also recommended. Standard shorter time opportunities to reach a higher quality service.

Keywords: public service, customer satisfaction, service quality dimension, Disdukcapil