ABSTRACT

Community Satisfaction Analysis toward the Services Quality of Systematic Land Registration in Depok City

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The purposes of this study are to analyze community satisfaction level and to formulate the strategy enhancing community satisfaction toward the services quality of systematic land registration by means of Land Management and Policy Development Project (LMPDP) in Depok City. The research design is descriptive by survey on cross sectional type. By using 150 respondents taken purposively, the data analyzed by servqual method, cluster analysis, cross tabulation, Fisher test (F-test) and importance and performance matrix analysis. The result of servqual method showed that community satisfaction level toward the quality of systematic land registration service is over 97% on average. Cluster analysis showed that the second cluster is more satisfy than the others. Cross tabulation analysis result showed that experience, cost and time had relationship with part of clusters. Fisher test stated that the level of satisfaction on each dimension are differ among clusters. Importance and performance analysis matrix showed that three variables of service were in 1st quadrant, 12 variables were in 2nd quadrant, and each of five variables of service were in 3rd and 4th quadrant. The study conclude that community was satisfy and very satisfy toward the quality of systematic land registration services currently. The strategy to enhance community satisfaction emphasized to 3rd variable (base camp cleanliness), 7th variable (the simplicity and easiness of service procedure), 9th variable (appropriate and unmistaken on checking the terms) by facilitating infrastructures needed, evaluating periodically toward the task force of Adjudication committee on LMPDP, and brave to give punishment to the task force who complicate the participant of LMPDP.

Keywords: Satisfaction, Systematic Land Registration, Depok City, Services, Servqual, Cluster, Crosstabs, F-Test, Importance and Performance Matrix