ABSTRACT

Analysis Satisfaction Toward Land Registration Service
In Jambi City Land Office.

Tetet Sutadi

The purposes of this research are: 1) To analyze the satisfaction level toward land registration service in Jambi City land office. 2) To analyze some factors that influence satisfaction toward land registration service in Jambi City land office. 3) Giving recommend to increase quality of land registration service. This research uses model of five quality dimension (serqual) and accidental technique to take the sample with amount 150 responders. The tool of analysis that used is rank criteria to look for the satisfaction level To Land Registration Service, regression analysis to analyze factors that influence satisfaction toward land registration service, and cluster analysis for grouped the responders according to their characteristic. The result of this research indicates in general the responden are satisfy enough to all research variable except parking place and time; they do not satisfy but service officer of appearance and the service room; responden satisfy. Then, there are some factors that have significant influence satisfaction toward land registration service such as education, expense, experience, and time factors. But, income and age factors do not influence satisfaction toward land registration service.

Keywords: Satisfaction Of Society, Service Quality, Land Registry, Jambi City Land Office, Rank Criteria Analysis, Regression Analysis, Cluster Analysis