SUMMARY

SHINTA SETIADEVI. Service Quality of Regional Laboratory for Testing and Quality Certification and Tobacco Institution of Jember. Supervised by IDQAN FAHMI and YOSSI WIBISONO.

Public services are carried out by the government institutions was not able to meet the expectation of customers, the various complaints of service quality dissatisfaction were creating bad image for the government institutions, one of the government institutions is Regional Laboratory for Testing and Quality Certification and Tobacco Institution of Jember (UPT PSMB-LT Jember). This study aims to formulate the methods and the results measurement recommendations that can be given to UPT PSMB-LT Jember to improve their customer satisfaction. This study was chosen UPT PSMB-LT Jember as research location because of the service implementation have not run optimally yet in appropriate with the vision, mission, and the goals of the institution. The customer complaints were perceived by UPT PSMB-LT Jember related to service procedures which were not in accordance with the Standard Operating Procedure (SOP) which are the uncertainty of certificate issuance period and human resources were less competent in providing services.

This study was used 37 respondents as samples who got quality testing services and fumigation of tobacco, container inspection and corn fumigation directly within five years. The processing of the data in this study was used the analysis of Service Quality (Servqual) based on the five dimensions of service quality by Parasuraman (tangible, responsiveness, reliability, assurance, empathy) and Expectation-Performance Analysis (EPA) method uses a Cartesian diagram. Measurement scale in this study was used Likert scale that including scale 1 until scale 5.

The results showed that the recommendations for improvement of UPT PSMB-LT Jember, including: 1) the management has to use the questionnaire assessment of customer satisfaction with attributes that including five dimensions of service quality in a balanced way, the questionnaire has to assess the performance of the institution and customer expectations with Likert scale; 2) the management has to renew the equipment and the latest technology in laboratory testing and calibration, as well as equipment adding and the latest technology in the service of fumigation.

Keywords: IPA, service quality, servqual, UPT PSMB-LT Jember