



SUMMARY

HERU HERMANTO. Service Quality Analysis of People Service for Land Certification toward the Community Satisfaction in Bandung City. Supervised by ARIEF DARYANTO and KIRBRANDOKO.

People Service for Land Certification or which then is abbreviated with LARASITA is the mobile land service which is proactive. For the organization of the land registration and certification toward the rest of the land area which is not registered/certified yet (the land registration for the first time), if being implemented by using the government's calculation (APBN and APBD), it is very limited, so that it is necessary to have another attempt, as the attempt for the acceleration of the organization of the land registration and certification and as well as for giving guarantee for the community satisfaction. When this program for the first time is issued directly to get the enthusiastic reception from the people.

Based on the above background analysis, the writer is interested to do the research on service (public) quality of the land registration for the first time of LARASITA program toward the community satisfaction in Bandung City with the title of "*Analisis Kualitas Pelayanan Program Layanan Rakyat untuk Sertifikasi Tanah terhadap Kepuasan Masyarakat di Kota Bandung / Service Quality Analysis of People Service for Land Certification toward the Community Satisfaction in Bandung City*".

The aims of this research are to analyze the community's response in Bandung City on the service quality of the land registration for the first time of LARASITA program based on the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, to explain and analyze the community satisfaction in Bandung City toward the service of the land registration for the first time (initial registration) of LARASITA program. This analysis also explains and analyzes the things which need to be fixed from the service quality of the land registration for the first time of LARASITA program based on the dimension of the service quality and to examine direct effect of service quality of LARASITA program to public satisfaction base on *tangibles, reliability, responsiveness, assurance, and empathy* variable. The number of sample surveyed in the research is 112 respondents from the population in Bandung city who are served with LARASITA program. The data analyses used are descriptive analysis, Importance Performance Analysis (IPA), top two box, correlation analysis, regression and path analysis.

The research result displays that there is a significant influence between the service quality of LARASITA program toward the community satisfaction in the City, while based on the calculation of determination coefficient, the influence of service quality variable consisting of tangible, reliability, responsiveness, assurance, and empathy toward the community satisfaction it is of 66.6%. If the tangibility is increased, so significantly it will increase the community satisfaction to get the service of LARASITA. In accord with the opinion of Parasuraman (1985) that the tangibility (the direct proof) in the service quality is the form of the real actualization that is physically to be able to be seen or used by the employee in accord with the use and exploitation which can be felt to help the service

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received by the people who want the services, so that they will be satisfied on the service felt. Meaning that the community getting the service of LARASITA in Bandung City clearly feel the use from the available tangibility in LARASITA program like LARASITA car, communication means, and physical facility which helps the smoothness of LARASITA program.

If the reliability is increased, so significantly it will increase the community satisfaction getting the service of LARASITA in Bandung City. The influence of reliability is the dimension which has the lowest influence toward the community satisfaction. Reliability is the success key of a service. In the service process of LARASITA in Bandung City, the reliability of the service employee is also still complained about by some people, one of them is the problem of employee's ability.

The analysis result shows that the responsiveness dimension can increase the community satisfaction that gets the service of LARASITA program, if the service is increased. If the assurance is increased, so significantly it will increase the community satisfaction to get the service of LARASITA program in Bandung City. Nevertheless in giving the service of LARASITA program, it is still found some people who are lack of trust in LARASITA program. Some people regard the procedure of the making of land certification is complicated, long and having expensive cost.

If it is the empathy to be increased, so significantly it will increase the community satisfaction getting the service of LARASITA program in Bandung City. In the service activity of LARASITA program, the community is not yet understanding about LARASITA caused by the lack of socialization to the community about the service schedule of LARASITA causing the lack of the community participation in making the land certification.

The research result can be concluded that: The service quality consists of tangibles, empathy, reliability, responsiveness, and assurance from LARASITA program which can be said that it has run well, this is proved by the respondent's reaction toward each indicator of every dimension of the service quality, the community satisfaction toward LARASITA program has been quite good, reflected by each item of statement from the community satisfaction, there is influence or positive and significant relations between the service quality and the community satisfaction about LARASITA program. The assurance dimension becomes the biggest factor influencing the community satisfaction toward LARASITA program, then it is followed by the dimensions of tangible, empathy, and responsiveness, while the dimension of reliability becomes the lowest factor influencing the community satisfaction toward LARASITA program.

Keywords: land, LARASITA, public services, satisfaction.

