ABSTRACT

Community Satisfaction Analysis Toward Service Quality of Measurement and Mapping of Boundaries of Land Parcels in Land Office Depok City
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The purpose of writing this research is to analyze the level of community satisfaction to service quality measurement and mapping of land boundaries in the land office Depok cities, analyzing the factors associated with increased service quality and determine alternative policies that can be taken as managerial implications for service quality the better in the future to come.

The research was conducted by using descriptive method with approach to the 240 survey respondents receiver measurement and mapping services of land boundaries in the form of questionnaires. The questionnaire then processed with the analysis of the relationship and chi-square test, gap analysis, importance and performance analysis (IPA), and analysis of Structural Equation Modeling (SEM).

The results show that communities in the city of Depok not satisfied with the quality of services has been provided by the Land Office of Depok City, and the most influential factor in increasing people's satisfaction is a factor in measuring the speed of officers serving within the limits of the specified time. So the alternative policies that could be one of them is doing the building and improving the quality of human resources, procurement of equipment supporting activities, the application of reward and punishment system, and application of the consolidated activity that is integrated with the Government Performance Accountability System.

Keywords: Community Satisfaction, Service Quality of Measurement and Mapping of Boundaries of Land Parcels, Depok City Land Office, Analysis of the relationship, Chi-Square, Gap Analysis, Importance Performance Analysis, Structural Equation Modeling