ABSTRACT

Analysis of Entrepreneurs Satisfaction on the Quality of Permit Service at the Central Permit and Investment Ministry of Agriculture

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The purpose of this study are: (1) identify and analyze the factors/attributes that influence permit service satisfaction of entrepreneurs at the Permit and Investment Center, (2) analyze the level of entrepreneurs satisfaction of the implementation of permit service at the Permit and Investment Center, (3) formulate strategies to improve entrepreneurs satisfaction from the implementation of permit service at the Permit and Investment Center. Data obtained from 110 respondents (entrepreneurs) which make permit at the Central Permit and Investment Ministry of Agriculture. In this study, developed a model with 22 indicator variables (20 exogenous variables and 2 endogenous variables). Data processing using Microsoft Office Excel 2007 to perform a descriptive analysis of the profile of respondents, while the analysis of the level of satisfaction with the Structural Equation Modeling (SEM), Customer Satisfaction Index (CSI) and Frequency Analysis. Analysis used LISREL 8.51 program. The conclusion of this study are all indicators of service quality have a positive influence to the satisfaction. The dominant indicators that influence drafting the satisfaction in of each dimension are: public facilities (tangibles dimension), the appropriateness of technical requirements (reliability dimension), officer response (responsiveness dimension), officer assurance (dimension assurance) and officer courtesy (empathy dimension). The total satisfaction index at permit service on Center Permit and Investment is 65.6359. Based on the parameters of the performance index of customer satisfaction, performance of Center Permit and investment included in the category mean (average). Managerial implications that can be given to the Central Licensing and Investment in accordance with aspects of the most influential in every dimension is: 1) improve the physical facilities of existing public facilities such as provision of facilities for the copier and provide toilets and parking lots are more appropriate for crowds; 2) reviewed for existing technical requirements easy, simple and efficient; 3) create a Standard Operational Procedure (SOP) is devoted for the ability of officers to respond handling complaints or other problems; 4) management appropriate in determining officers to deal with a permit, as well as clear and definite names of people who handle it; and 5) conduct an intensive and focused training on Service Excellence.

Keywords: Customer Satisfaction, Permit Service, Frequency Analysis, Customer Satisfaction Index (CSI), Structural Equation Modeling (SEM).