



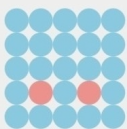
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ABSTRACT
Analysis of Community Satisfaction toward the Services of PRONA Activities in Bogor City
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This research aims to analyze community satisfaction level towards the service quality of PRONA activities in Bogor City and analyze the dominant variable affecting community satisfaction level, so as to formulate the managerial implications that can be recommended in improving the service quality of PRONA activities. The research was conducted with descriptive approach through a survey method that involves as many as 125 samples. Sampling using non-probability sampling technique that is incidental sampling. Processing and analysing of data use Importance Performance Analysis (IPA) to map the level of satisfaction of each indicator variable, then to determine community satisfaction index using the Customer Satisfaction Index (CSI). While to know the relationship and contribution of each indicator variable of toward community satisfaction using Structural Equation Modeling (SEM). The results shows that community satisfaction level in the total sample were satisfied with the service quality of PRONA activities in Bogor City undertaken by Bogor City Land Office. With assurance dimension latent variables had the greatest influence in shaping satisfaction. As for the indicator variables that have the greatest influence in shaping satisfaction is the officer attention to the needs of the community in service of PRONA activities. The managerial implications are recommended to the repair of the service quality of PRONA activities, include: establishing of local regulation on village level related to the cost of land activity, improving communication and synchronization of SPOPP implementation; increasing ability and skills of officers Bogor City Land Office; and Optimizing the use of box / complaint booth the service of PRONA activities.

Keyword : Satisfaction, Service, PRONA Activities, Servqual Dimension, Importance Performance Analysis, Customer Satisfaction Index, Structural Equation Modeling

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