



ABSTRACT

The Analyses of Satisfaction Toward Land Registration Services (Case: Land Office at Regency Level)

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Prime services has become main obligation of all Land Office including Land office of bogor regency. However, Land Office of Bogor Regency has unfinished job about 41,34% in average for last two years. This condition be the reason of this research to analyze community satisfaction toward land registration services. The objectives of this study are to investigate the fact of community satisfaction level toward land registration services; to analyze factors that influence community satisfaction toward land registration services; giving recommend implication of managerial in Land Office of Bogor Regency to enhance community satisfaction. Using analyze method of scoring average and structural equation model, this study giving result that land registration services in Land Office of Bogor Regency has not satisfy enough the community. There are some indicators should be fixed to make it better on quality and enhancing community satisfaction; factors that influence enhancement of community satisfaction are empathy and reliability which is the two of five service quality dimension based on Servqual theory belong to Parasuraman. The result giving implication of managerial recommendation in Land Office of Bogor Regency namely (1) implementing 5S procedure while interact with community as land registration service user and make it as one of the organization culture in Land Office of Bogor Regency. This strategy is to enhance community satisfaction through empathy indicator that has most great contribution on it, namely the hospitality of employee (2) keeping process the incomplete document while waiting for the community to fully equipped it and supervising intensively on sharp finishing time supported actively informing the community about the incomplete document (3) giving appreciation to the employee performance to motivate them giving best service to the community. This strategy is to enhance community satisfaction through the most great contribute indicator of reliability namely time finishing land registration deeds.

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