

ABSTRACT

The Influence of the Quality of Population Administration Services at the Bareng District Office on Public Satisfaction

Teguh Tri Mulyono

NIM. 2123652010

Supervisor : Drs. H. Shobirin Noer, M.HI

Co-supervisor : Drs. Hudallah, M.Si

This study aims to analyze the influence of the quality of population administration services on public satisfaction at the Bareng District Office. Service quality is measured through five dimensions of SERVQUAL, namely tangible, reliability, responsiveness, assurance, and empathy. The research method used is quantitative with a survey approach. Data were collected through questionnaires distributed to 100 respondents who are community users of population administration services. The results of the analysis show that simultaneously, all five dimensions of service quality have a significant effect on public satisfaction. Partially, the dimensions of reliability, assurance, and empathy have a significant effect on satisfaction, while the dimensions of tangible and responsiveness have no significant effect. This study concludes that improving service quality, especially in the aspects of reliability, assurance, and empathy, is very important to increase public satisfaction.

Keywords: service quality, public satisfaction, SERVQUAL population administration, sub-district office