

## ABSTRACT

*The background of this research is a problem about the quality of IMB licensing service based on e- Government by Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) at Bandung City that remains low. The problem is related with one of variables which is policy implementation variable, that is assumed has an influence towards the quality of IMB licensing service based on e- Government by DPMPTSP at Bandung City. In this research, the researcher has a problem formulation “How big the influence of the policy implementation towards the quality of IMB licensing service based on e- Government by DPMPTSP at Bandung City”.*

*To analyze the problem of this research, the theory which is used by the researcher as an analysis tool is the policy implementation theory by Edward III (Nugroho, 2015; 226) which consists of the dimension of communication, the dimension of resources, the dimension of disposition, and the dimension of bureaucracy structure. As for the theory of public service quality which is used by the researcher of this research is a theory by Parasuraman (Hardiansyah, 2011; 46) which consists of the dimension of reliability, the dimension of responsiveness, the dimension of assurance, the dimension of empathy, and the dimension of tangible. Based on the approaches of those theories, the researcher offers the hypothesis “The amount of the influence of the policy implementation towards the quality of IMB licensing service is determined by the dimension of communication, the dimension of resources, the dimension of disposition and the dimension of bureaucracy structure”.*

*The method which is used in this research is explanatory survey method while the source of data collection is using literature study and field study by using data research techniques: questioners, observation, and interview. The sampling technique is using simple random sampling while the data analysis is using the Spearman Rank correlation coefficient.*

*Based on the research process of data results, that policy implementation by DPMPTSP at Bandung City has shown a positive and significant correlation between the policy implementation towards the quality of IMB licensing service based on e- Government by DPMPTSP at Bandung City. Thus the hypothesis in this research had empirically tested.*

*Keywords: Policy Implementation, Quality of IMB Licensing Service Based on E-Government*

## ABSTRAK

Penelitian ini dilatarbelakangi oleh masalah masih rendahnya kualitas pelayanan perizinan IMB berbasis *e-Government* pada Dinas Penanaman Modal dan Pelayanan Terpadu (DPMPTSP) Kota Bandung. Masalah tersebut dihubungkan dengan salah satu variabel yaitu variabel implementasi kebijakan yang diasumsikan dapat berpengaruh terhadap kualitas pelayanan perizinan IMB berbasis *e-Government* di DPMPTSP Kota Bandung. Di dalam penelitian ini, peneliti merumuskan masalah “Seberapa Besar Pengaruh Implementasi Kebijakan Pemerintah Daerah Terhadap Kualitas Pelayanan Perizinan IMB berbasis *E-government* di DPMPTSP Kota Bandung”.

Untuk menganalisis masalah penelitian ini, teori yang digunakan peneliti sebagai alat analisis adalah teori implementasi kebijakan yang dikemukakan oleh Edward III (Nugroho, 2015:226) yang terdiri dari dimensi komunikasi, sumber daya, disposisi, dan struktur birokrasi. Adapun teori kualitas pelayanan yang digunakan penelitian ini adalah teori yang dikemukakan Parasuraman (Hardiansyah, 2011:46) yang terdiri dari dimensi keandalan, dayatanggap, jaminan, empati, dan bukt langsung. Berdasarkan pendekatan teori – teori tersebut peneliti mengajukan hipotesis “Besarnya pengaruh implementasi kebijakan pemerintah daerah terhadap kualitas pelayanan perizinan IMB berbasis *e-Government* di DPMPTSP Kota Bandung ditentukan oleh komunikasi, sumber daya, disposisi dan struktur birokrasi”.

Metode yang digunakan dalam penelitian ini adalah metode *survey* eksplanatif sedangkan sumber pengumpulan data dengan menggunakan studi pustaka dan studi lapangan dengan teknik penelitian: angket, observasi, dan wawancara. Teknik penarikan sampel yang digunakan adalah sampel random sederhana. Adapun teknik analisa yang digunakan adalah koefisien korelasi Rank Spearman.

Berdasarkan hasil penelitian yang dilakukan oleh peneliti bahwa implementasi kebijakan yang dilakukan oleh Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kota Bandung menunjukkan adanya hubungan yang positif dan signifikan antara implementasi kebijakan dan kualitas pelayanan perizinan IMB berbasis *e-Government* di Kota Bandung. Dengan demikian, hipotesis teruji secara empirik.

Kata Kunci: Implementasi Kebijakan, Kualitas Pelayanan Perizinan IMB Berbasis *E-Government*

