

ABSTRACT

The problem in this study is the low quality of service issuance of trading business licenses in the One Door Integrated Licensing Investment Office of Bandung City. Based on this phenomenon, researchers suspect that the problem is influenced by policy implementation variables. From these problems, the formulation of the problem proposed was: "How much influence the implementation of Regional Government policy on Service Quality Issuance of Trading Business Licenses in the Integrated One-Stop Licensing Office of Bandung City".

Research problem analysis was carried out using Marsee Policy Implementation theory (in Hoogerwerf, 1983: 168-174), based on the factors of policy implementation through the dimensions of policy content, the level of information of the actors involved, support for policy and potential distribution. As for the variable quality of service used theoretical approach from Parasuraman in Gaspertsz (2005: 37) namely physical evidence, reliability, responsiveness, assurance and attention. Based on the theory theory approach, the proposed hypothesis is: "The magnitude of the influence of the implementation of Local Government policy on Service Quality of the Issuance of Trading Business Licenses in the One Stop Licensing Investment Office of Bandung City is determined by the implementation of the policy content dimension, the level of information of the actors involved , support for policy and potential distribution ".

The method in this study is an explanatory survey method while the source of data collection uses literature studies and field studies which include: questionnaires, observations, and interviews. The sampling technique used is simple random sampling. The data analysis technique used is linear regression analysis

Based on the results of data processing, the results of this study showed that there was a positive and significant relationship between the implementation of policies on the Service Quality of Service Quality of Issuance of Trading Business Licenses in the One Stop Integrated Licensing Investment Service of Bandung City. Thus the hypothesis proposed in this study is empirically tested.

Keywords: Policy Implementation, Service Quality of SIUP Issuance

ABSTRAK

Masalah dalam penelitian ini adalah masih rendahnya kualitas pelayanan penerbitan surat izin usaha perdagangan di Dinas Penanaman Modal Perizinan Terpadu Satu Pintu Kota Bandung. Berdasarkan fenomena tersebut, peneliti menduga bahwa masalah tersebut dipengaruhi oleh variabel implementasi kebijakan. Dari permasalahan tersebut, rumusan masalah yang diajukan adalah: “Seberapa besar pengaruh implementasi kebijakan Pemerintah Daerah terhadap Kualitas Pelayanan Penerbitan Surat Izin Usaha Perdagangan di Dinas Penanaman Modal Perizinan Terpadu Satu Pintu Kota Bandung”.

Analisis masalah penelitian dilakukan dengan menggunakan teori Implementasi Kebijakan Marsee (dalam Hoogerwerf, 1983 : 168-174), berdasarkan factor-faktor implementasi kebijakan melalui dimensi isi kebijakan, tingkat informasi aktor-aktor yang terlibat, dukungan bagi kebijakan dan pembagian potensi. Adapun untuk variabel kualitas pelayanan digunakan pendekatan teori dari Parasuraman dalam Gaspertsz (2005:37) yakni bukti fisik, keandalan, ketanggapan, jaminan dan perhatian. Berdasarkan pendekatan teori teori tersebut, hipotesis yang diajukan adalah: “Besarnya pengaruh implementasi kebijakan Pemerintah Daerah terhadap Kualitas Pelayanan Penerbitan Surat Izin Usaha Perdagangan di Dinas Penanaman Modal Perizinan Terpadu Satu Pintu Kota Bandung ditentukan oleh pelaksanaan dimensi isi kebijakan, tingkat informasi aktor-aktor yang terlibat, dukungan bagi kebijakan dan pembagian potensi”.

Metode dalam penelitian ini adalah metode survey eksplanatif (*explanatory survai method*) sedangkan sumber pengumpulan data dengan menggunakan studi kepustakaan dan studi lapangan yang meliputi : angket, observasi, dan wawancara. Teknik penarikan sampel yang digunakan adalah sampel random sederhana (*Simple Random Sampling*). Adapun teknik analisa data yang digunakan adalah analisis regresi linier

Berdasarkan hasil pengolahan data yang dilakukan diperoleh hasil penelitian yang menunjukkan adanya hubungan yang positif dan signifikan antara implementasi kebijakan terhadap Kualitas Pelayanan Penerbitan Surat Izin Usaha Perdagangan di Dinas Penanaman Modal Perizinan Terpadu Satu Pintu Kota Bandung. Dengan demikian hipotesis yang diajukan di dalam penelitian ini teruji secara empirik.

Kata kunci : Implementasi Kebijakan, Kualitas Pelayanan Penerbitan SIUP

ABSTRACT

This research is that the quality of administrative services to the population and civil registration Ogan Komering Ulu (OKU) East. Based on this phenomenon, researchers suspect that the problem is influenced by the variable policy implementation. Based on these problems, the formulation of the problem posed is: "How much influence the implementation of Government policy on the Quality of Service of the Population Administration at the Office of Population and Civil Registration in Ogan Komering Ulu (OKU) East".

Analysis conducted research problems using a theoretical of Policy Implementation Edward III in Winarno (2008: 210) ,, based on the factors of policy implementation through the dimensions of Communication, Resources, Disposition / Attitude Implementing and struktur Bureaucracy. As for the service quality variables used approach is the theory of Parasurahman, Zeithaml and Berry were dikutip Tjiptono (2007: 133) namely Reliability (Realibility) ,, Responsiveness (Responsiveness), Confidence (Confidence), Empathy (Empathy and Tangible (Tangibles). Based on the theoretical approach to the theory, the hypothesis is: "The magnitude of the effect of the implementation of Government policy on the Quality of Service of the Population Administration at the Office of Population and Civil Registry in the District Ogan Komering Ulu (OKU) East ".

The method in this research is an explanatory survey method (explanatory survey method) while the source of data collection using literature study and field study that includes: inquiry, observation, and interviews. The sampling technique used was simple random sample (Simple Random Sampling). The data analysis technique used is linear regression analysis.

Based on the results of data processing is to be obtained research results that showed a positive and significant relationship between implementsi policy towards Quality Services At the Population Administration Office of Population and Civil Registration in Ogan Komering Ulu (OKU) East. Thus the hypothesis proposed in this study tested empirically.

Keywords: Policy Implementation, Population and Civil Registry