

## ABSTRAK

Agustia, Finka 2021. *Pengaruh Daya Tanggap dan Kinerja Pegawai Terhadap Kepuasan Masyarakat Di Kecamatan Trimurjo Lampung Tengah*. Tesis. Program Studi Magister Manajemen, Universitas Muhammadiyah Metro. Pembimbing: (1) Prof. Dr. H. Marzuki Noor, M.S., Pembimbing (2) Dr. Suharto, M.M., C.R.B.C.

Pelayanan dalam sektor pemerintahan merupakan salah satu faktor penting dalam menentukan kualitas jasa. Suatu kualitas sangat besar pengaruhnya terhadap kepuasan masyarakat. Penelitian ini bertujuan untuk memperoleh data, serta mengetahui pengaruh daya tanggap dan kinerja pegawai terhadap kepuasan masyarakat. Populasi dalam penelitian ini adalah masyarakat Kecamatan Trimurjo. Teknik pengambilan sampel dalam penelitian ini yaitu *Accidental Sampling* dengan menggunakan rumus slovin dan didapatkan sampel sebesar 250 orang responden masyarakat Kecamatan Trimurjo.

Metode penelitian yang digunakan dalam penelitian ini adalah *explanatory survey method*. Pengujian persyaratan instrument yang digunakan meliputi uji validitas dan uji reliabilitas. Uji normalitas liliefors, uji homogenitas, uji linieritas dan keberartian regresi sebagai pengujian persyaratan analisis SEM (*Structural Equation Modeling*) dan teknik analisis data yang digunakan adalah SEM (*Structural Equation Modeling*). Berdasarkan hasil penelitian dengan menggunakan analisis SEM (*Structural Equation Modeling*), diperoleh daya tanggap berpengaruh langsung positif terhadap kinerja pegawai, daya tanggap berpengaruh langsung positif terhadap kepuasan masyarakat, dan kinerja pegawai berpengaruh langsung positif terhadap kepuasan masyarakat.

Kata Kunci: daya tanggap, kinerja pegawai, kepuasan masyarakat

## ABSTRACT

Agustia, Finka 2021. The Effect of Responsiveness and Employees Performance on Community Satisfaction in TrimurjoSubDistrict, Central Lampung. A Thesis. Master of Management Study Program, MuhammadiyahUniversity of Metro. Advisor: (1) Prof. Dr. H. Marzuki Noor, M.S., Advisor (2) Dr. Suharto, M.M., C.R.B.C.

Services in the government sector are an important factor in determining service quality. A quality has a very big effect on community satisfaction. This study aimed to obtain data and determine the effect of employee responsiveness and performance on community satisfaction. The population in this study were the people of Trimurjo District. The sampling technique in this study was Accidental Sampling using the Slovin formula and obtained a sample of 250 respondents from the Trimurjo District community.

The research method used in this research was explanatory survey method. Testing the instrument requirements used includes validity and reliability tests. The liliefors normality test, homogeneity test, linearity test and the meaning of regression were used as testing requirements for analysis of SEM (Structural Equation Modeling) and the data analysis technique used was SEM (Structural Equation Modeling). Based on the results of research using SEM (Structural Equation Modeling) analysis, it was found that responsiveness had a positive direct effect on employee performance, responsiveness had a positive direct effect on community satisfaction, and employee performance had a positive direct effect on community satisfaction.

Keywords: responsiveness, employee performance, community satisfaction.