

ABSTRAK

PENGARUH PENERAPAN STANDAR OPERASIONAL PROSEDUR DAN KUALITAS PELAYANAN TERHADAP KEPUASAN MASYARAKAT DI KELURAHAN MARGODADI KECAMATAN METRO SELATAN KOTA METRO

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Abstrak

Tujuan penelitian ini adalah untuk menguji secara empiris pengaruh penerapan standar operasional prosedur dan kualitas pelayanan terhadap kepuasan masyarakat di Desa Margodadi, Kecamatan Metro Selatan, Kota Metro. Responden dalam penelitian ini sebanyak 50 orang yang mengurus Kartu Keluarga, KTP dan dokumen lainnya di Desa Margodadi Kecamatan Metro Selatan Kota Metro. Hasil penelitian membuktikan bahwa penerapan Standar Operasional Prosedur berpengaruh terhadap kepuasan masyarakat di Desa Margodadi Kecamatan Metro Selatan Kota Metro. Kualitas pelayanan berpengaruh terhadap kepuasan masyarakat di Desa Margodadi Kecamatan Metro Selatan Kota Metro. Penerapan standar operasional prosedur dan kualitas pelayanan berpengaruh terhadap kepuasan masyarakat di Desa Margodadi, Kecamatan Metro Selatan, Kota Metro. Besarnya pengaruh penerapan standar operasional prosedur dan kualitas pelayanan terhadap kepuasan masyarakat di Desa Margodadi Kecamatan Metro Selatan Kota Metro sebesar 45,9%, sedangkan sisanya 54,1% dipengaruhi oleh faktor lain di luar model yang termasuk dalam model. pelajaran ini.

Kata Kunci: Kualitas Pelayanan, Standar Operasional Prosedur, Kepuasan Masyarakat

ABSTRACT

PENGARUH PENERAPAN STANDAR OPERASIONAL PROSEDUR DAN KUALITAS PELAYANAN TERHADAP KEPUASAN MASYARAKAT DI KELURAHAN MARGODADI KECAMATAN METRO SELATAN KOTA METRO

OPERATIONAL PROCEDURES THE INFLUENCE OF IMPLEMENTATION AND QUALITY OF SERVICE ON COMMUNITY SATISFACTION IN MARGODADI VILLAGE, KECAMATAN METRO SELATAN KOTA METRO

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Abstract

The purpose of this study was to test empirically the effect of the application of standard operating procedures and service quality on community satisfaction in Margodadi Village, Metro Selatan District, Metro City. Respondents in this study were 50 people who took care of family cards, ID cards and other documents in Margodadi Village, Metro Selatan District, Metro City. The results of the study prove that the application of Standard Operating Procedures has an effect on community satisfaction in Margodadi Village, Metro Selatan District, Metro City. Service quality has an effect on community satisfaction in Margodadi Village, South Metro District, Metro City. The application of standard operating procedures and service quality has an effect on community satisfaction in Margodadi Village, Metro Selatan District, Metro City. The magnitude of the influence of the effect of the application of standard operating procedures and service quality on community satisfaction in Margodadi Village, Metro Selatan District, Metro City is 45.9%, while the remaining 54.1% is influenced by other factors outside the model included in this study.

Keyword: Quality of service, Standard Operating Procedures, Community Satisfaction
