

ANALISIS TINGKAT KEPUASAN KONSUMEN TERHADAP KUALITAS PELAYANAN PERIZINAN PADA PUSAT PERLINDUNGAN VARIETAS TANAMAN DAN PERIZINAN PERTANIAN

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Abstrak

Penelitian ini dilakukan untuk mengidentifikasi dan menganalisis faktor-faktor yang mempengaruhi kepuasan konsumen terhadap pelayanan perizinan pada Pusat Perlindungan Varietas Tanaman dan Perizinan Pertanian (PVTTP). Dan untuk mewujudkan hal tersebut maka perlu perumusan strategi dalam upaya meningkatkan kepuasan konsumen terhadap pelayanan perizinan Pusat PVTTP. Penelitian ini dilaksanakan pada bulan Oktober 2013 pada Pusat PVTTP Kementerian Pertanian. Pengolahan data menggunakan Microsoft Office Excel 2007 untuk melakukan analisis deskriptif dari profil responden. Sedangkan analisis tingkat kepuasan dengan menggunakan SEM (Struktural Equation Modeling). Indeks Kepuasan Pelanggan (CSI) dan analisis Frekuensi menggunakan program LISREL 8,72. Dari hasil penelitian tersebut antara lain : *Tangible* (sarana fisik), *Reliability* (keandalan), *Responsiveness* (ketanggapan) dan *Empathy* (kepedulian) tidak berpengaruh positif terhadap kepuasan pelaku usaha pada pelayanan perizinan. Sedangkan *Assurance* (jaminan keamanan pelayanan) menunjukkan berpengaruh positif terhadap kepuasan pelaku usaha pada pelayanan perizinan Pusat PVTTP Kementerian Pertanian. Berdasarkan hal tersebut perlu segera direalisasikan sistem perizinan *online* secara keseluruhan tanpa membuang unsur-unsur penting yang harus dilakukan oleh pelaku usaha. Hal ini dilakukan agar dapat meningkatkan kepuasan kepada pelaku usaha yang mengurus perizinan di pelayanan perizinan Pusat PVTTP.

Kata kunci : Kepuasan konsumen, Pelayanan perizinan, Structural Equation Modeling (SEM).

**AN ANALYSIS OF THE LEVEL OF CUSTOMER SATISFACTION
TOWARDS THE QUALITY OF SERVICE LICENCING AT THE
CENTRE OF PROTECTION VARIETY PLANT AND
LICENSING OF AGRICULTURE**

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Abstract

The aim of this research is to identify and analyze the factors that effects customer satisfication towards permit services at The Centre of Protection Variety Plant and Licensing Process (PPVTPP). To realize the purpose it is necessary to the formulation of strategies in order to increase customer satisfaction towards service licensing at PVTPP. This research was conducted in October 2013 on PVTPP Ministry of Agriculture. Data processing using Microsoft Office Excel 2007 to perform a descriptive analysis of the profile of the respondents while the analysis of the level of satisfaction with using SEM (Structural Equation Modeling). Customer Satisfaction Index (CSI) and frequency analysis using the program LISREL 8.72. The results of research was showed that tangible (physical infrastructure), reliability, responsiveness and empathy (awareness) have no positive effect on the satisfaction of businesses in licensing services while Assurance (security services) showed a positive effect on the satisfaction of businesses in licensing services PVTPP the Ministry of Agriculture. Based on this results, its need to be realized online licensing system as a whole without removing the essential elements that must be done by businesses. This is done in order to improve the satisfaction to businesses who take care licensing services in The Centre of Protection Variety Plant and Licensing of Agriculture.

Keywords: Customer Satisfication, Services Permissions, Structural Education Modelling (SEM)