

ABSTRAK
ANALISIS FAKTOR – FAKTOR YANG MEMPENGARUHI KEPUASAN
MASYARAKAT PADA LAYANAN JASA DINAS
KETENAGAKERJAAN, KOPERASI DAN
USAHA KECIL DAN MENENGAH
KABUPATEN KARO

Penelitian ini bertujuan untuk menganalisis Faktor-Faktor yang Mempengaruhi Kepuasan Masyarakat pada Layanan Jasa Dinas Ketenagakerjaan, Koperasi dan Usaha Kecil dan Menengah Kabupaten Karo. Pengumpulan data dilakukan dengan cara mewawancarai masyarakat, pengamat langsung dan membagikan kuesioner kepada masyarakat. Populasi dalam penelitian ini sebanyak 10.871 orang. Sampel yang digunakan dalam penelitian ini sebanyak 100 orang. Hasil pengujian parsial menunjukkan, variabel kualitas hasil besar $t_{hitung} > t_{tabel}$ ($3,904 > 1,661$) dan besar nilai signifikan $0,000 < 0,05$, variabel kualitas pelayanan besar $t_{hitung} > t_{tabel}$ ($3,559 > 1,661$) dan besar nilai signifikan $0,001 < 0,05$, variabel lingkungan fisik besar $t_{hitung} > t_{tabel}$ ($2,860 > 1,661$) dan besar nilai signifikan $0,005 < 0,05$ dan variabel waktu penyelesaian layanan besar $t_{hitung} > t_{tabel}$ ($3,228$) dan besar nilai signifikan $0,002 < 0,05$. Hasil uji t tersebut dapat disimpulkan Kualitas hasil, Kualitas pelayanan, Lingkungan fisik dan Waktu penyelesaian pelayanan secara parsial berpengaruh positif dan signifikan terhadap kepuasan masyarakat pada layanan jasa Dinas Ketenagakerjaan, Koperasi dan Usaha Kecil dan Menengah Kabupaten Karo. Hasil analisis koefisien Determinasi (R^2) diperoleh nilai-nilai *Adjusted R Square* sebesar 0,465 atau 46,5%. Berarti Kualitas hasil, Kualitas pelayanan, Lingkungan fisik dan Waktu penyelesaian pelayanan mempengaruhi Kepuasan masyarakat sebesar 46,5%, sedangkan sisanya 53,5% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Layanan jasa, Kepuasan Masyarakat



ABSTRACT

ANALYSIS OF FACTORS AFFECTING COMMUNITY SATISFACTION IN SERVICES EMPLOYMENT, COOPERATIVES AND SMALL AND MEDIUM BUSINESS KARO DISTRICT

This study aims to analyze the factors that influence community satisfaction in the services of the Manpower Office, Cooperatives and Small and Medium Enterprises in Karo Regency. Data was collected by interviewing the community, direct observation and distributing questionnaires to the community. The population in this study were 10,871 people. The sample used in this study were 100 people. The results of the partial test showed that the quality variable was large $t_{count} > t_{table}$ ($3.904 > 1.661$) and a significant value of $0.000 < 0.05$, the service quality variable was large $t_{count} > t_{table}$ ($3.559 > 1.661$) and a significant value of $0.001 < 0.05$, the variable the physical environment is large $t_{count} > t_{table}$ ($2.860 > 1.661$) and the significant value is $0.005 < 0.05$ and the service completion time variable is large $t_{count} > t_{table}$ (3.228) and the significant value is $0.002 < 0.05$. The results of the t-test can be concluded Quality of results, Service quality, physical environment and service completion time partially have a positive and significant impact on community satisfaction in the services of the Department of Manpower, Cooperatives and Small and Medium Enterprises in Karo Regency. The results of the analysis of the coefficient of determination (R^2) obtained Adjusted R Square values of 0.465 or 46.5%. It means that the quality of results, service quality, physical environment and service completion time affect community satisfaction by 46.5%, while the remaining 53.5% is influenced by other variables not examined in this study.

Keywords: *Service, Community Satisfaction*

