

ABSTRACT

PUBLIC SATISFACTION SURVEY ON THE MUTATION SECTION AT THE REGIONAL PERSONNEL AND HUMAN RESOURCES DEVELOPMENT AGENCY (BKPSDMD) OF MAKASSAR CITY IN 2024

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Good public services are mandatory for every work agency, both government and private. Public service is a step to start the development of good governance in Indonesia. The focus of the problem that will be identified in this study is the level of service user satisfaction in the mutation section at the Regional Personnel and Human Resources Development Agency (BKPSDMD) of Makassar City. The purpose of the implementation of this survey is as a guideline for evaluating and improving service quality.

This study uses the Mixed Methods research method. The Mixed Methods approach is an approach that combines two approaches, namely a quantitative approach and a qualitative approach. The instruments used in this study were questionnaires, observations, document reviews, and interviews. The number of respondents is determined through the Krejcie & Morgan formula. Based on the results of population calculations, a sample of 351 respondents was determined from a total of 4,007 people who used the mutation section at BKPSDMD of Makassar City.

From the results of the study, the mutation field service obtained a service user satisfaction score of 82 with a service quality value of "Good" with a predicate of B. However, the mutation field still needs to pay attention to several elements to be improved. Such as elements of facilities and infrastructure that obtained a score of 2.95 and the quality of service that received category "C" or "not good" information and also elements of handling complaints, suggestions, and input that obtained a value of 2.91 and the quality of service that received category "C" or "not good" information.

Keywords: *Public Service, Staffing Service, Community Satisfaction, Community Satisfaction Survey.*

Translated by:

