

ABSTRAK

Muhammad Rosul Wahidi. Program Studi Ilmu Administrasi Publik Universitas Yudharta Pasuruan, 2023. Strategi Meningkatkan Kualitas Pelayanan Administratif Subsidi Bbm Terhadap Nelayan Dengan Pendekatan *Citizent Charter*. Pembimbing: Agus Priyanto, S.Sos, M.PA

Kualitas pelayanan merupakan suatu upaya pemenuhan pelayanan yang melebihi harapan pelanggan. Kualitas pelayanan administrasi subsidi BBM nelayan Dinas Perikanan Kabupaten Pasuruan di ukur dengan menggunakan 5 dimensi menurut Fitzsimmons dalam Sedamaryanti (2009) yang dikutip oleh Meirinawati dan Indah Prabawati dalam jurnalnya (Meirinawati & Prabawati, 2015) menyebutkan beberapa dimensi kualitas pelayanan, yakni antara lain *reliability, responsevenese, emphaty, assurance, tangible*. Kemudian dalam upaya meningkatkan kualitas pelayanan tersebut peneliti menggunakan strategi pendekatan *Citizent Charter* menurut Maani dalam (Maani, 2010) menyebutkan bahwa terdapat 3 unsur pokok didalam *Citizent Charter*, yakni antara lain visi misi pelayanan, standart pelayanan dan survey pelanggan.

Penelitian ini mengkaji tentang sejauh mana kualitas pelayanan administrasi subsidi BBM nelayan Dinas Perikanan Kabupaten Pasuruan dan strategi dalam meningkatkan kualitas pelayanan tersebut. Penelitian ini bertujuan untuk mengetahui, mendeskripsikan dan menganalisis kualitas pelayanan aministrasi subsidi BBM nelayan Dinas Perikanan Kabuoaten Pasuruan. Penelitian ini menggunakan metode penelitian kualitatif. Metode pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan Milles dan Huberman dalam buku (Ridder et al., 2014) yang mengemukakan 4 tahapan dalam teknik analisis data yakni meliputi, *data collection, data reduction, data display, conclusion/verification*.

Hasil penelitian ini menunjukkan bahwa kualitas pelayanan administrasi subsidi BBM nelayan di Dinas Perikanan Kabupaten Pasuruan dengan diukur menggunakan dimensi pelayanan yakni *reliability, responsiveness, assurance, emphaty, tangible* bahwa masih kurang optimal. Sedangkan strategi dalam meningkatkan kualitas pelayanan menggunakan pendekatan *Citizent Charter* dengan beberapa unsur pelayanan Dinas Perikanan Kabupaten Pasuruan yakni visi dan misi pelayanan, standar pelayanan dan survey pelanggan.

Kata Kunci: Kualitas Pelayanan, Strategy dan Citizent Charter.

ABSTRACT

Muhammad Rosul Wahidi. Public Administration Study Program, Yudharta University, Pasuruan, 2023. Strategies for Improving the Quality of Fuel Subsidy Administrative Services for Fishermen Using the Citizen Charter Approach. Advisor : Agus Priyanto, S.Sos, M.PA

Service quality is an effort to provide services that exceed customer expectations. The administrative quality of fuel subsidies for fishermen at the Pasuruan Regency Fisheries Service is measured using 5 dimensions according to Fitzsimmons service in Sedamaryanti (2009) cited by Meirinawati and Indah Prabawati in their journal (Meirinawati & Prabawati, 2015) Mentions several dimensions of service quality, namely among others reliability, responsiveness, empathy, assurance, real. Then in an effort to improve the quality of service, researchers used the Citizen Charter strategy approach according to Maani in (Maani, 2010) stated that there are 3 main elements in a Citizen Charter, which include service vision and mission, service standards and customer surveys.

This study examines the extent to which the quality of administrative services for fuel subsidies for fishermen at the Pasuruan District Fisheries Office and strategies for improving the quality of these services. This study aims to identify, describe and analyze the quality of administration services for fuel subsidies for fishermen at the Fisheries Office in Pasuruan Regency. This study used qualitative research methods. Methods of data collection is done by observation, interviews, and documentation. The data analysis technique uses Milles and Huberman in the book (Ridder et al., 2014) which suggests 4 stages in the data analysis technique which include data collection, data reduction, data presentation, conclusion/verification.

The results of this study indicate that the quality of administrative services for fishermen's fuel subsidy at the Pasuruan District Fisheries Office is measured using service dimensions, namely reliability, responsiveness, assurance, empathy, it is evident that it is still not optimal. While the strategy to improve service quality uses the Citizen Charter approach with several service elements from the Pasuruan District Fisheries Service, namely service vision and mission, service standards and customer surveys.

Keywords: Service Quality, Strategy And Citizens Charter.