

ABSTRAK

Skripsi dengan judul “Analisis Pengaruh Kualitas Pelayanan Publik, Kompetensi dan Disiplin Kerja terhadap Kepuasan Pelaku Usaha UMKM dalam Mengurus Perizinan Usaha (Studi pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Blitar” ini ditulis oleh Desi Wahyuningsih, NIM.126402213239, dengan Pembimbing Prof. Dr. Dede Nurohman, M.Ag.

Kata Kunci: Kualitas Pelayanan Publik, Kompetensi, Disiplin Kerja, Kepuasan Masyarakat

Penelitian ini dilatarbelakangi oleh fenomena birokrasi perizinan yang seringkali dianggap kompleks dan berpotensi menurunkan minat pelaku usaha untuk mengurus perizinan usahanya serta rendahnya tingkat kepuasan pelaku usaha UMKM dalam proses perizinan masih sering ditemui, meskipun pemerintah terus berupaya meningkatkan kualitas pelayanan publik. Beberapa faktor yang mempengaruhi pertimbangan kepuasan masyarakat yaitu kualitas pelayanan publik, kompetensi, dan disiplin kerja.

Tujuan penelitian ini untuk menguji pengaruh baik secara parsial maupun simultan dari keempat variabel independen penelitian yaitu Kualitas Pelayanan Publik, Kompetensi dan Disiplin Kerja terhadap Kepuasan Pelaku Usaha UMKM dalam Mengurus Perizinan Usaha (Studi pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Blitar).

Metode Penelitian dengan menggunakan penelitian kuantitatif. Teknik pengumpulan data melalui wawancara dan penyebaran kuisioner. Penelitian ini menggunakan teknik *Non Probability Sampling* dengan menggunakan *purposive sampling*. Pengujian data ini menggunakan teknik analisis regresi linear berganda.

Hasil penelitian ini, menunjukkan bahwa: (1) Variabel kualitas pelayanan publik berpengaruh secara positif dan signifikan terhadap kepuasan pelaku usaha UMKM pada Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kabupaten Blitar. (2) Variabel kompetensi berpengaruh secara positif dan signifikan terhadap kepuasan pelaku usaha UMKM pada Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kabupaten Blitar. (3) Variabel disiplin kerja berpengaruh secara positif dan signifikan terhadap kepuasan pelaku usaha UMKM pada Dinas Penanaman Modal Dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kabupaten Blitar. (4) Variabel kualitas pelayanan publik, kompetensi dan disiplin kerja secara simultan berpengaruh secara positif dan signifikan terhadap kepuasan pelaku usaha UMKM dalam mengurus perizinan pada DPMPTSP Kabupaten Blitar.

ABSTRACT

The thesis with the title "Analysis of the Influence of Public Service Quality, Competence and Work Discipline on the Satisfaction of MSME Business Actors in Managing Business Licensing (Study at the Blitar Regency Investment and One-Stop Integrated Services Office" was written by Desi Wahyuningsih, NIM.126402213239, with Supervisor Prof. Dr. Dede Nurohman, M.Ag.

Keywords: *Public Service Quality, Competence, Work Discipline, Community Satisfaction*

This research is motivated by bureaucratic phenomena licensing which is often considered complex and has the potential to reduce the interest of business actors to take care of their business licensing and the low level of satisfaction of MSME business actors in the licensing process are still often encountered, even though the government continues to strive to improve the quality of public services. Some of the factors that affect the consideration of public satisfaction are the quality of public services, competence, and work discipline.

The purpose of this study is to examine the influence both partially and simultaneously of the four independent variables of the research, namely Public Service Quality, Competence and Work Discipline on the Satisfaction of MSME Business Actors in Managing Business Licensing (Study on the Blitar Regency Investment and One-Stop Integrated Services Office). Research method using quantitative research. Data collection techniques through interviews and questionnaire dissemination. This study uses the Non Probability Sampling technique with the accidental sampling method. This data was tested using multiple linear regression analysis techniques.

The results of this study show that: (1) The variables of public service quality have a positive and significant effect on the satisfaction of MSME business actors at the Blitar Regency Investment and One-Stop Integrated Services Office (DPMPTSP). (2) Competency variables have a positive and significant effect on the satisfaction of MSME business actors at the Blitar Regency Investment and One-Stop Integrated Services Office (DPMPTSP). (3) Work discipline variables have a positive and significant effect on the satisfaction of MSME business actors at the Blitar Regency Investment and One-Stop Integrated Services Office (DPMPTSP). (4) The variables of public service quality, competence and work discipline simultaneously have a positive and significant effect on the satisfaction of MSME business actors in managing licensing at the Blitar Regency DPMPTSP.