

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Layanan Publik Terhadap Tingkat Kepuasan Masyarakat Kantor Imigrasi Kelas II Non Tpi Blitar” di tulis oleh Alfina Ilmi Amalia, NIM. 1860304223213, Program Studi Komunikasi dan Penyiaran Islam, Fakultas Ushuluddin Adab dan Dakwah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan pembimbing Ucik Ana Fardila, S.Si., M. Ikom.

Pelayanan keimigrasian merupakan salah satu wujud nyata layanan publik yang bersentuhan langsung dengan kebutuhan masyarakat, khususnya dalam pengurusan dokumen perjalanan. Kantor Imigrasi Kelas II Non TPI Blitar menunjukkan berbagai capaian positif, namun konsistensi kepuasan masyarakat terhadap layanan yang diberikan masih memerlukan pengkajian lebih mendalam. Tujuan penelitian adalah menganalisis hubungan kualitas pelayanan dengan tingkat kepuasan masyarakat di Kantor Imigrasi Kelas II Non TPI Blitar. Penelitian menggunakan pendekatan kuantitatif asosiatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 151 responden yang sedang atau telah melakukan pengurusan paspor. Kualitas layanan diukur menggunakan Gap Model of Service Quality (SERVQUAL) mencakup lima dimensi kesenjangan, sedangkan kepuasan masyarakat dianalisis berdasarkan Uncertainty Reduction Theory (URT). Data diolah menggunakan SPSS versi 25 melalui uji validitas, reliabilitas, normalitas, hipotesis, regresi linear sederhana, dan koefisien determinasi. Hasil uji hipotesis menunjukkan nilai signifikansi $0,000 < 0,05$ dengan $T \text{ hitung } 14,010 > T \text{ tabel } 1,976$, sehingga H_1 diterima. Nilai koefisien regresi sebesar 0,321 dan Beta 0,754

mengindikasikan pengaruh yang sangat kuat, sedangkan R Square 0,568 menunjukkan 56,8% variasi kepuasan masyarakat dijelaskan oleh kualitas layanan. Kesimpulannya, terdapat hubungan signifikan dan kuat antara kualitas layanan dengan tingkat kepuasan masyarakat di Kantor Imigrasi Kelas II Non TPI Blitar.

Kata Kunci: Kualitas Layanan, Kepuasan Masyarakat, Pelayanan Keimigrasian

ABSTRACT

The thesis, titled " The Influence of Public Service Quality on the Level of Public Satisfaction at the Class II Non-TPI Blitar Immigration Office " was written by Alfina Ilmi Amalia, NIM. 1860304223213, Islamic Communication and Broadcasting Study Program, Faculty of Ushuluddin Adab and Da'wah, Sayyid Ali Rahmatullah State Islamic University of Tulungagung, under the supervisor of Ucik Ana Fardila, S.Si., M. Ikom.

Immigration services represent one of the most tangible forms of public service that directly addresses community needs, particularly in the processing of travel documents. The Class II Non TPI Blitar Immigration Office has demonstrated numerous positive achievements; however, the consistency of public satisfaction regarding the services provided still requires further in-depth examination. This study aims to examine the relationship between service quality and the level of community satisfaction at the Class II Non TPI Blitar Immigration Office. A quantitative associative approach was employed, with data collected through questionnaires distributed to 151 respondents who were in the process of or had completed passport applications. Service quality was measured using the Gap Model of Service Quality (SERVQUAL) encompassing five gap dimensions, while community satisfaction was analyzed through the Uncertainty Reduction Theory (URT) framework. Data processing was conducted using SPSS version 25, covering validity, reliability, normality, hypothesis testing, simple linear regression, and coefficient of determination. Hypothesis testing results revealed a significance value of $0.000 < 0.05$ with T-count 14.010 exceeding T-table 1.976,

indicating that H1 is accepted. The regression coefficient value of 0.321 and Beta of 0.754 reflect a very strong influence, while R Square of 0.568 demonstrates that 56.8% of the variation in community satisfaction is explained by service quality. In conclusion, there is a significant and strong relationship between service quality and the level of community satisfaction at the Class II Non TPI Blitar Immigration Office.

Keywords: Service Quality, Community Satisfaction, Immigration Services