

## ABSTRAK

Judul penelitian: “Penyelenggaraan Pelayanan Publik Pemerintah Daerah Kota Bandung (Studi Pelayanan Izin Penyelenggaraan Reklame pada Badan Pelayanan Perizinan Terpadu). Masalah penelitian belum optimalnya pelayanan izin penyelenggaraan reklame di Kota Bandung. Rumusan masalah: bagaimana kualitas pelayanan publik dalam izin penyelenggaraan reklame, apa faktor yang menentukan belum optimalnya kualitas pelayanan publik, apakah faktor yang ditemukan berpengaruh dominan terhadap kualitas pelayanan publik. Metode penelitian menggunakan *mixed methods*. Perolehan data melalui observasi, wawancara, penyebaran angket. Pengujian model keberpengaruhan menggunakan *Partial Least Square - Structural Equation Modeling*. Hasil penelitian menunjukkan pelayanan izin penyelenggaraan reklame belum optimal terbukti mayoritas jawaban informan mengatakan cukup bahkan kurang. Diperkuat hasil penelitian kuantitatif Skor total variabel Kualitas Pelayanan Publik melalui 18 indikator untuk 30 pengguna layanan sebesar 1659, sedangkan skor total persentasenya sebesar 51,8%. Hasil kategorisasi menunjukkan skor total persentase dari Kualitas Pelayanan Publik terletak antara batas median dan kuartil III (antara 50% s/d <75%). Posisi ini menunjukkan tingkat Kualitas Pelayanan Publik untuk pelayanan izin penyelenggaraan reklame tergolong cukup. Temuan penelitian faktor Komunikasi Birokrasi merupakan faktor dominan yang menentukan belum optimalnya kualitas pelayanan publik untuk pelayanan izin penyelenggaraan reklame. Diperkuat hasil penelitian kuantitatif seluruh item Komunikasi Birokrasi teruji valid. Koefisien korelasi antara skor item dengan skor total seluruh item seluruhnya positif dan signifikan. Faktor Komunikasi Birokrasi berpengaruh secara signifikan terhadap Kualitas Pelayanan Publik. Tampak bahwa  $|t_{hitung}|$  dari koefisien jalur Komunikasi Birokrasi terhadap Kualitas Pelayanan Publik bernilai lebih besar dari  $t_{tabel} = 1,96$ . Menunjukkan pengaruh positif yang kuat dari Komunikasi Birokrasi terhadap Kualitas Pelayanan Publik. Arah pengaruh positif merujuk pada nilai  $\gamma$  yang positif artinya semakin baik Komunikasi Birokrasi, semakin baik Kualitas Pelayanan Publik. Hasil uji signifikansi pada model struktural menunjukkan koefisien jalur dari Komunikasi Birokrasi terhadap Kualitas Pelayanan Publik teruji signifikan ( $|t_{hitung}| > t_{tabel} = 1,96$ ). Berdasarkan hasil uji signifikansi beserta temuan tentang dominannya pengaruh Komunikasi Birokrasi terhadap Kualitas Pelayanan Publik ( $R^2 = 58,1\%$ ) dapat disimpulkan Komunikasi Birokrasi merupakan faktor dominan yang berpengaruh positif secara signifikan terhadap Kualitas Pelayanan Publik dalam Pelayanan Izin Penyelenggaraan Reklame di Kota Bandung.

Kata Kunci : Pelayanan Publik, izin Reklame, Komunikasi Birokrasi

## ABSTRACT

*The title of the research: "Operation of Local Government Public Service in Bandung (The study on the Licensing Service for Advertising on Integrated Licensing Service Agency)". The research problem focuses on the inadequate condition of the licensing services in the city of Bandung. The formulation of the problem: how the quality of public services in granting an operating license for the advertisement, what factors determine the inadequate condition of quality of public services, and whether factors that are found to give a dominant influence on the quality of public services. The research method using mixed methods and the acquisition of data is done through observation, interviews, and questionnaires. The measurement model in this research used Partial Least Square - Structural Equation Modeling. The results showed that the licensing service to the advertisement was still in inadequate condition, as evidenced by the majority of the answers of the informants who said that the performance had done enough, and some said still bad. This was also strengthened by the results of quantitative research which showed the total score variable of quality of public services through 18 indicators to 30 service users by 1659, while the total score percentage was 51.8%. Results of categorization showed the total score percentage of quality of public services was located between the boundary at the median and quartile III (between 50% s / d <75%). This position shows that the level of quality of public services for the advertisement licensing services quite enough. The findings of research on factors related to bureaucracy Communication suggests that this is the dominant factor determining the quality of public services for service advertisement operating licenses. Reinforced by the results of the quantitative research of all items of Communications Bureaucracy, proven valid. The correlation coefficient between the scores of items with a total score of all items entirely positive and significant. Factors of Communication bureaucracy significantly affect the quality of public services. It is visible that  $|t_{hitung}|$  from the coefficient of Bureaucracy communication to the quality of public services has a value greater than  $t_{tabel} = 1,96$ . It shows a strong positive influence on the Communication Bureaucracy to the quality of public services. This positive influence refers to the value  $\gamma$  positive means the better communication bureaucracy, the better quality of public services. The test results demonstrate the significance of the structural model path coefficient of Bureaucracy Communication on the Quality of Public Services, tested significantly ( $|t_{hitung}| > t_{tabel} = 1,96$ ). Based on the result of the significance and finding of the dominant influence of Bureaucracy Communication to the quality of Public Services ( $R^2 = 58,1\%$ ). It can be concluded that the Bureaucracy Communication is the dominant factor that has a positive influence significantly to the quality of Public Services in the Licensing Services of Advertisement in Bandung city.*

*Keyword: public service, advertisement license, communication, bureaucracy*