

ABSTRAK

Penelitian tesis dengan judul Model Peningkatan Kepuasan Publik Berbasis Kompetensi Profesional dan Kualitas Pelayanan bertujuan untuk menguji dan menganalisis dimensi kualitas pelayanan (*tangible, assurance, emphaty, reliability* dan *responsiveness*) yang dipengaruhi oleh variabel kompetensi profesional dan kepuasan publik yang dipengaruhi oleh dimensi kualitas pelayanan (*tangible, assurance, emphaty, reliability* dan *responsiveness*).

Penelitian ini dilakukan dengan metode survey dengan cara menyebarkan kuesioner kepada 98 orang yang menjadi sampel penelitian. Pengambilan sampel menggunakan teknik *purposive sampling*. Untuk menguji hipotesis menggunakan SEM dengan aplikasi program *Partial Least Squares (PLS)*.

Berdasarkan hasil analisis menunjukkan bahwa semua dimensi kualitas pelayanan (*tangible, assurance, emphaty, reliability* dan *responsiveness*) dapat ditingkatkan melalui kompetensi profesional dan kepuasan publik hanya dapat ditingkatkan melalui kualitas pelayanan dimensi *emphaty, reliability* dan *responsiveness*.

Kata Kunci: kompetensi profesional, dimensi kualitas pelayanan (*tangible, assurance, emphaty, reliability* dan *responsiveness*) dan kepuasan publik.

ABSTRACT

The title of the Research thesis is Model Improving the Public Satisfaction Based on Professional Competence and Quality of Service. The aims to examine and analyze the service quality dimensions (tangible, assurance, empathy, reliability and responsiveness) are influenced by variables of professional competence and public satisfaction is influenced by the dimensions of service quality (tangible, assurance, empathy, reliability and responsiveness).

This research was conducted by survey method by distributing questionnaires to 98 people as a sample. Sampling using is purposive sampling . To test the hypothesis by using SEM with Partial Least Squares application program (PLS).

Based on the results of the analysis showed that all dimensions of service quality (tangible, assurance, empathy, reliability and responsiveness) can be enhanced through professional competence and public satisfaction only can be improved by quality of service dimensions namely emphaty, reliability and responssiveness.

Keywords: professional competence, dimensions of quality (tangible, assurance, empathy, reliability and responsiveness) and public satisfaction