

ABSTRACT

Aryani Dwi Gustynawati, Public Administration Study Program, Faculty of Social Sciences, Political Science and Computer Science, Djuanda University, 2021, The Effect of Employee Performance Effectiveness on Online Service Quality on the SPIRIT Website in the Covid-19 Pandemic Period at the Population and Civil Registration Office of Bogor Regency, 1st Supervisor : Beddy Iriawan Maksudi, Drs., M.Si, 2nd Supervisor: Denny Hernawan, Drs., MA.

Public services cannot be separated from people's lives as happened during the pandemic, service providers continue to carry out their duties for the welfare of the community. As done by the Department of Population and Civil Registration of Bogor Regency. The fact is that during the covid-19 pandemic, the Population and Civil Registration Office of Bogor Regency has issued a new method for the process of printing a birth certificate that has been registered through the SEMANGAT website (Efficient Service Through Integrated, Accurate, Free Online Admin) and of course it can be printed through the Independent Dukcapil Pavilion (ADM).) which is available in 2 malls located at ITC Cibinong and AEON Mall Sentul City. Effectiveness of Performance and Quality of Service remains an assessment by the community.

The researcher here uses Daft Theory (1989) in measuring the Performance Effectiveness Variable which has 5 indicators, namely Job Skills, Improved Work Performance, Competence in the World of Work, and Resistance to Change. Meanwhile, to measure Service Quality using Parasuraman Theory in Zeithmal et al which also has The 5 indicators are Tangibles (Field Evidence), Reliability (Reliability), Responsiveness (Responsiveness), Assurance (Assurance), and Empathy (Empathy). This research method uses quantitative-descriptive and associative. The population and sample in this study were the people of the Bogor district, as of 2020, the people in making birth certificates using the SEMANGAT website amounted to 26,377 if divided over a year, meaning an average of 2,198 people per month, then the population is 2,198, the sample is 97 people calculated using the Slovin formula.

Keywords: Performance Effectiveness, Service Quality, Online Services, Spirit Website

ABSTRAK

Aryani Dwi Gustynawati, Program Studi Administrasi Publik, Fakultas Ilmu Sosial, Ilmu Politik dan Ilmu Komputer, Universitas Djuanda, 2021, Pengaruh Eektivitas Kinerja Pegawai Terhadap Kualitas Pelayanan Online Pada Website SEMANGAT Di Masa Pandemi Covid-19 Pada Dinas Kependudukan dan Pencatatan Sipil Kabupaten Bogor, Pembimbing I : Beddy Iriawan Maksudi, Drs., M.Si, Pembimbing II : Denny Hernawan, Drs., MA.

Pelayanan publik tidak terlepas dari kehidupan masyarakat seperti yang terjadi pada masa pandemi penyelenggara pelayanan tetap melakukan tugasnya untuk mensejahterakan masyarakat. Seperti yang dilakukan oleh Dinas Kpendudukan dan Pencatatan Sipil Kabupaten Bogor. Faktanya masa pandemi covid-19 di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Bogor telah mengeluarkan metode baru untuk melakukan proses Mencetak Akta Kelahiran yang sudah didaftarkan melalui website SEMANGAT (Servis Efisien Melalui Adminduk Online Gratis Akurat Terintegrasi) dan tentunya dapat dicetak melalui Anjungan Dukcapil Mandiri (ADM) yang tersedia di 2 mall yang berlokasi di ITC Cibinong dan AEON Mall Sentul City. Efektivitas Kinerja dan Kualitas Pelayanan tetap menjadi penilaian oleh masyarakat.

Peneliti disini menggunakan Teori Daft (1989) dalam mengukur Variabel Efektivitas Kinerja yang memiliki 5 indikator yaitu Keterampilan Kerja, Peningkatan Prestasi Kerja, Kemampuan Berkompetensi dalam Dunia Kerja, dan Daya Tahan Terhadap Perubahan Sedangkan untuk mengukur Kualitas Pelayanan menggunakan Teori Parasuraman dalam Zeithmal dkk yang juga memiliki 5 indikator yaitu Tangibles (Bukti Lapang), Reliability (Kehandalan), Responsiveness (Daya Tanggap), Assurancess (Jaminan), dan Emphaty (Empati). Metode Penelitian ini menggunakan Kuantitatif-Deskriptif dan bersifat Asosiatif. Populasi dan Sampel dalam penelitian ini adalah masyarakat kabupaten Bogor terhitung di tahun 2020 masyarakat dalam membuat akta kelahiran yang menggunakan website SEMANGAT berjumlah 26.377 jika dibagi selama setahun artinya rata-rata perbulan 2.198 orang., maka populasinya adalah 2.198, sampel nya adalah 97 orang yang dihitung menggunakan rumus slovin.

**Kata Kunci : Efektivitas Kinerja, Kualitas Pelayanan, Pelayanan Online,
Website Semangat**