

ABSTRACT

Dede Citrawati, Public Administration Department, Faculty of Social Sciences and Political Sciences, Universitas Djuanda, 2021, The Influence of Service Quality on Community Satisfaction in Kabandungan District in Distributing Direct Cash Aid During the Covid-19 Pandemic, 1st Supervisor: Dr. Hj. Rita Rahmawati, Dra., M.Sc. 2nd Supervisor: Hj. Euis Salbiah, Dra., M.Sc.

The Covid-19 pandemic has greatly impacts the community, especially the economic sector that greatly affects people welfare. In this case, the government makes efforts by holding a Direct Cash Aid program sourced from the Village Fund. In the service process for distributing Direct Cash Aid, several problems were found including: the distribution was not on time, there were fees deduction, short service times and the absence of media complaints about the service process for distributing Direct Cash Aid from village funds. The purpose of this study was to determine the quality of service, community satisfaction and to determine the effect of service quality on the distribution of Direct Cash Aid to the satisfaction of the people of the Kabandungan District.

This study aims to find out how the quality of service for the distribution of Direct Cash Aid, to find out how Satisfaction of the people of Kabandungan District is and to determine the effect of Service Quality of Direct Cash Aid on Community Satisfaction in Kabandungan District.

The research method used in this research is an associative research method using a quantitative approach. Data collection techniques are library data, observation, interviews and questionnaires. The data analysis technique used is the *Weight Mean Score* (WMS) and the test *Spearman Rank*.

The results of this study indicate that of the 139 respondents for the service quality variable (X) of 4,46 which is in the very good criteria and the community satisfaction variable (Y) of 4,28 which is in the very good criteria. Furthermore, for the associative test results with the Spearman Rank test, it gets a value of 0,603, which means that there is a relationship between the service quality variable (X) on community satisfaction (Y) with the strength of the relationship, namely Strong. With a significance value of 0,000 or less than 0,05 which indicates there is a significant relationship and the direction of the relationship is positive. The results of the calculation of the coefficient of determination found a value of 36,3609%, this value indicates that service quality contributes or influences community satisfaction. Meanwhile the remaining 63,6391% is influenced by other factors.

As for suggestions or input after this research are, the aid distribution officer can improve performance in services further in order to create excellent service.

Keywords: Service Quality, Community Satisfaction, Direct Cash Aid



ABSTRAK

Pandemic Covid-19 sangat memberikan dampak bagi masyarakat, khususnya dalam sektor ekonomi yang sangat memengaruhi kesejahteraan mereka. Dalam hal ini pemerintah melakukan upaya dengan mengadakan program Bantuan Langsung Tunai Dana Desa yang bersumber dari Dana Desa. Dalam proses pelayanan penyaluran bantuan langsung tunai dana desa ditemukan beberapa permasalahan diantaranya: waktu penyaluran bantuan sosial yang tidak tepat waktu, adanya pemungutan biaya, waktu pelayanan yang singkat dan tidak adanya media pengaduan proses pelayanan penyaluran bantuan langsung tunai dana desa. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana kualitas pelayanan, kepuasan masyarakat dan untuk mengetahui pengaruh kualitas pelayanan penyaluran bantuan langsung tunai dana desa terhadap kepuasan masyarakat kecamatan kibandungan. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian asosiatif dengan menggunakan pendekatan kuantitatif. Teknik pengumpulan data meliputi: Data kepustakaan, observasi, wawancara dan penyebaran angket. Serta teknik analisis data yang digunakan ialah *Weigh Mean Score* (WMS) dan uji *Rank Spearman*. Hasil dari penelitian ini menunjukkan bahwa dari 139 responden untuk variabel kualitas pelayan (X) sebesar 4,46 yang berada pada kriteria sangat baik serta variabel kepuasan masyarakat (Y) sebesar 4,28 yang berada pada kriteria sangat baik. selanjutnya untuk hasil uji asosiatif dengan uji Rank Spearman mendapatkan nilai 0,603 yang artinya terdapat hubungan antara variabel kualitas pelayanan (X) terhadap kepuasan masyarakat (Y) dengan kekuatan hubungan yaitu Kuat. Dengan nilai signifikansi sebesar 0,000 atau lebih kecil dari 0,05 yang menunjukkan terdapat hubungan yang signifikan serta arah hubungan bersifat positif. Hasil dari perhitungan Koefisien determinasi didapati nilai sebesar 36,3609%, nilai ini menunjukkan bahwa kualitas pelayanan memberikan kontribusi atau pengaruh terhadap kepuasan masyarakat. sedangkan sisanya 63,6391% dipengaruhi oleh faktor lain.

Kata Kunci: Kualitas Pelayanan, Kepuasan Masyarakat, Bantuan Langsung Tunai Dana Desa