ABSTRACT

This study aims to analyze the level of public satisfaction and identify service attributes that are improvement priorities at the Department of Population and Civil Registration of Sijunjung Regency. A quantitative descriptive method was employed with an evaluative approach, involving 451 respondents selected through accidental sampling. Data were collected using a questionnaire based on the SERVQUAL dimensions, then analyzed using Importance Performance Analysis (IPA) to map service attributes into a Cartesian diagram, and Potential Gain Customer Value (PGCV) to measure the potential value enhancement for each attribute. The results indicate that overall service performance is good, with a conformity level of 98.0%. However, the IPA mapping shows that the Tangibles and Reliability dimensions fall into Quadrant I (Concentrate Here), designating them as top priorities for improvement. Meanwhile, the PGCV analysis reinforces this finding, with the Tangibles dimension having the highest potential value gain (4.07), followed by Reliability (3.97). The priority attributes for improvement include ease of access to the service location, speed of service, timeliness, simplification of procedures and requirements, complaint handling mechanisms, and service inclusivity. In conclusion, although public satisfaction is relatively high, targeted improvements on aspects of physical evidence and service reliability are crucial to significantly enhance community satisfaction.

Keywords: *Public Service, Community Satisfaction, Importance Performance Analysis, Potential Gain Customer Value, Population Administration*

ABSTRAK

Penelitian ini menganalisis tingkat kepuasan masyarakat dan mengidentifikasi atribut prioritas perbaikan pada Dinas Kependudukan dan Pencatatan Sipil Kabupaten Sijunjung. Metode deskriptif kuantitatif dengan pendekatan evaluatif digunakan, melibatkan 451 responden melalui accidental sampling. Data dikumpulkan dengan kuesioner berbasis SERVQUAL, lalu dianalisis menggunakan Importance Performance Analysis (IPA) untuk memetakan atribut, dan Potential Gain Customer Value (PGCV) untuk mengukur potensi peningkatan nilai. Hasil menunjukkan kinerja pelayanan baik dengan tingkat kesesuaian 98,0%. Pemetaan IPA menempatkan dimensi Tangibles dan Reliability pada Kuadran I (prioritas utama), diperkuat PGCV dengan nilai tertinggi pada Tangibles (4,07) dan Reliability (3,97). Atribut prioritas meliputi akses lokasi, kecepatan, ketepatan waktu, penyederhanaan prosedur, pengaduan, dan inklusivitas. Disimpulkan bahwa perbaikan terfokus pada bukti fisik dan keandalan pelayanan sangat krusial untuk meningkatkan kepuasan masyarakat.

Kata Kunci: Pelayanan Publik, Kepuasan Masyarakat, Importance Performance Analysis, Potential Gain Customer Value, Administrasi Kependudukan