

RINGKASAN

Etty Nike Anggraini. NIM: 202302020272. Kualitas Pelayanan Tera Bidang Kemetrolgian Dinas Perdagangan dan Perindustrian Kota Kediri. Pembimbing I: Dr. Suwarno, M.Si. Pembimbing II: Dr. IG Heru Marwanto, M.M

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis kualitas pelayanan tera bidang kemetrolgian Dinas Perdagangan Dan Perindustrian Kota Kediri serta faktor pendukung dan penghambatnya. Metode penelitian menggunakan pendekatan kualitatif. Fokus penelitian menggunakan Untuk menganalisis kualitas layanan, menurut Zeithaml, Berry dan Parasuraman (Hardiyansyah, 2018) yaitu Tangible (berwujud), Reliability (keandalan), Responsivness (cepat tanggap), Assurance (jaminan), dan Emphaty (empati). Teknik pengumpulan data menggunakan teknik observasi, wawancara, dan dokumentasi. Teknik analisis data menggunakan teknik analisis interaktif. Berdasarkan hasil penelitian, pelayanan Tera Bidang Kemetrolgian Dinas Perdagangan dan Perindustrian Kota Kediri telah berjalan dengan baik. Dimensi tangibles menunjukkan fasilitas lengkap dan modern, sementara reliability didukung oleh alat terkalibrasi dan SDM terlatih. Responsiveness terlihat dari respons cepat terhadap keluhan dan permintaan masyarakat. Assurance tercermin dari petugas yang kompeten dan profesional, sementara empathy diaplikasikan melalui pelayanan ramah dan inklusif. Faktor pendukung utama meliputi dukungan anggaran, pelatihan berkelanjutan, serta sistem informasi efisien. Namun, ada penghambat seperti keterlambatan verifikasi alat, keterbatasan SDM, dan penumpukan jadwal pada responsiveness. Kesenjangan kemampuan antara petugas lama dan baru, serta waktu pelayanan terbatas, menjadi tantangan dalam assurance dan empathy.

Kata kunci: Pelayanan Publik, Kualitas Pelayanan, Kemetrolgian

SUMMARY

Etty Nike Anggraini. Student ID: 202302020272. Analysis of Tera Service in the Metrology Department of the Department of Trade and Industry of Kediri City. Supervisor I: Dr. Suwarno, M.Si. Supervisor II: Dr. IG Heru Marwanto, M.M

This study aims to describe and analyze the Tera Service in the Metrology Department of the Department of Trade and Industry of Kediri City, as well as its supporting and inhibiting factors. The research method uses a qualitative approach. The research focus uses the framework to analyze service quality, according to Zeithaml, Berry, and Parasuraman (Hardiyansyah, 2018), which includes Tangible, Reliability, Responsiveness, Assurance, and Empathy. Data collection techniques include observation, interviews, and documentation. Data analysis techniques use interactive analysis. Based on the research findings, the Tera Service in the Metrology Department of the Department of Trade and Industry of Kediri City has been well implemented. The tangibles dimension shows complete and modern facilities, while reliability is supported by calibrated tools and trained human resources. Responsiveness is seen in the quick response to complaints and requests from the public. Assurance is reflected in competent and professional officers, while empathy is applied through friendly and inclusive service. Main supporting factors include adequate funding, continuous training, and efficient information systems. However, there are inhibitors such as delays in tool verification, limited human resources, and schedule congestion in responsiveness. The gap in skills between senior and new staff, as well as limited service time, presents challenges in assurance and empathy.

Keywords: *Public Service, Service Quality, Metrology*