

ABSTRAK

Masalah yang dijadikan obyek penelitian adalah kualitas pelayanan penerbitan Surat Izin Tempat Usaha pada Kantor Kecamatan Ingin Jaya di Kabupaten Aceh Besar. Tujuan penelitian adalah memperoleh konsep baru bagi pengembangan ilmu pengetahuan terutama pengembangan ilmu pemerintahan. Pendekatan penelitian yang digunakan adalah pendekatan penelitian kualitatif yang dilaksanakan dengan metode analisis deskriptif Informan Penelitian sebanyak 15 orang terdiri atas aparatur birokrasi dan para pengusaha mikro dan pengusaha kecil. Pengumpulan data menggunakan studi kepustakaan, teknik wawancara dan observasi.

Dari pembahasan hasil penelitian diperoleh kesimpulan bahwa kualitas pelayanan penerbitan Surat Izin Tempat Usaha yang diselenggarakan oleh Kantor Kecamatan Ingin Jaya Kabupaten Aceh Besar belum optimal. Belum optimalnya kualitas pelayanan tersebut terdeskripsi dari kinerja pelayanan penerbitan Surat Izin Tempat Usaha yang dikonstruksi menurut dimensi *tangibles*, dimensi *reliability*, dimensi *responsiveness*, dimensi *assurance*, dan dimensi *empathy*.

Kata Kunci :

Tangibles, Reliability, Responsiveness, Assurance, Empathy.

ABSTRACT

Problem that made by research object is publication ministering quality Effort Place Letter Of License on district Office Ingin Jaya at Aceh Besar Regency. To the effect research is get new concept for developmental scholarship especially public administration science development. Observational approaching that is utilized is qualitative observational approaching that executed with analysis method descriptive. Observational informant as much 15 person consisting apparatus bureaucracies and entrepreneurs micro and little entrepreneurs. Data collecting utilizes study bibliography, interview and observation tech.

Of observational result study was gotten by that conclusion publications ministering quality Effort Place Letter Of Licence that evered out by district Office Ingin Jaya at Aceh Besar Regency was optimal. Was optimal that ministering quality most description of publication service performance Effort Place Letter Of Licence that at dimensioning terminological construction tangibles, dimension reliability, dimension responsiveness, dimension assurance, and dimension empathy

Key Words :

Tangibles, Reliability, Responsiveness, Assurance, Empathy.