

ABSTRACT

Increasing public demands for fast, transparent, and high-quality public services have prompted organizational evaluations. Complaints related to service information, delays in processing, and a lack of empathy from officers highlight the need for a review of service quality. This study aims to analyze public satisfaction using the SERVQUAL method to measure the gap between expectations and perceptions, and to analyze the factors influencing satisfaction partially and simultaneously to formulate strategies for improving service quality through a SWOT analysis.

Public satisfaction is a crucial indicator in assessing the performance of public services, including the BPOM (National Agency of Drug and Food Control) in Pangkal Pinang. Increasing expectations for fast and accountable services drive the need for service quality evaluations. Based on the SERVQUAL theory by Parasuraman, Zeithaml, and Berry, service quality is measured through five main dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This study also includes an Anti-Corruption dimension to analyze the gap between public expectations and perceptions.

This study used a quantitative approach with a survey of 104 respondents using BPOM services in Pangkal Pinang. The SERVQUAL instrument was used to measure the gap between expectations and perceptions, along with validity and reliability tests. Analysis was conducted using multiple linear regression, F-tests, and t-tests to examine the simultaneous and partial effects of service quality dimensions on satisfaction. Furthermore, a SWOT approach was applied to formulate improvement strategies based on the strengths, weaknesses, opportunities, and threats facing the organization.

The results showed that the Tangibles, Reliability, and Responsiveness dimensions had a significant partial effect on customer satisfaction, while Assurance and Empathy did not. Simultaneously, all dimensions had a significant effect, with a significance value of 0.000. A CSI score of 94.00% indicated a high level of satisfaction with BPOM services in Pangkal Pinang. The SWOT analysis resulted in an SO (Strengths-Opportunities) strategy that leverages internal strengths, such as digital service innovation, to address external opportunities for sustainable service quality improvement.

Based on the research results, it can be concluded that the level of public satisfaction with BPOM public services in Pangkal Pinang is relatively high, with the Tangibles, Reliability, and Responsiveness dimensions having a significant influence. However, there are still gaps in the Assurance and Empathy dimensions. Therefore, it is recommended that BPOM in Pangkal Pinang digitize and integrate public services, strengthen superior and high-integrity human resources, improve public education, and develop inclusive services to attract public participation.

Keywords: BPOM in Pangkal Pinang, Customer Satisfaction, CSI, Public Service, SERVQUAL, SWOT.