

## ABSTRAK

### ANALISIS INDEKS KEPUASAN MASYARAKAT TERHADAP KINERJA PELAYANAN LELANG PADA KANTOR PELAYANAN KEKAYAAN NEGARA DAN LELANG (KPKNL) MEDAN

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Penyusunan tesis ini bertujuan untuk mengetahui (1) nilai indeks kepuasan masyarakat terhadap pelayanan kinerja publik di bidang lelang, (2) kepentingan masyarakat terhadap unsur-unsur pelayanan publik di bidang lelang, (3) kekuatan dan kelemahan, dan (4) tingkat kesesuaian antara kinerja pelayanan publik dengan tingkat kepentingan unsur-unsur pelayanan menurut masyarakat pengguna jasa layanan di bidang lelang di Kantor Pelayanan Kekayaan Negara dan Lelang Medan.

Metode penelitian yang digunakan dalam penelitian ini deskriptif kuantitatif dengan menggunakan 2 variabel yaitu (1) variabel tingkat kepuasan masyarakat terhadap kinerja pelayanan publik di bidang lelang dan (2) variabel tingkat kepentingan masyarakat terhadap unsur-unsur pelayanan publik di bidang lelang.

Berdasarkan hasil penelitian diketahui bahwa mutu pelayanan publik Kantor Pelayanan Kekayaan Negara dan Lelang Medan khususnya dalam hal proses peralihan jual-beli melalui lelang sudah memadai (baik). Adapun kekuatan yang dimiliki berupa (1) ketepatan waktu pelayanan, (2) kompetensi pelaksana, (3) kesesuaian persyaratan pelayanan, (4) kewajaran biaya/tarif, dan (5) kesesuaian produk spesifikasi jenis pelayanan, turut mendukung kepuasan masyarakat dalam mendapatkan pelayanan di Kantor Pelayanan Kekayaan Negara dan Lelang Medan. Adapun kelemahan di bidang pelayanan publik berupa (1) kecepatan penanganan pengaduan, saran dan masukan, (2) perilaku pelaksana, (3) kemudahan prosedur pelayanan, dan (4) maklumat pelayanan, perlu diperbaiki sehingga dapat meningkatkan kualitas pelayanan publik di Kantor Pelayanan Kekayaan Negara dan Lelang Medan.

**Kata Kunci** : kepuasan, masyarakat, pelayanan publik dan Kantor Pelayanan Kekayaan Negara dan Lelang Medan.

## ABSTRACT

### SATISFACTION INDEX ANALYSIS OF PUBLIC AUCTION SERVICE PERFORMANCE IN THE STATE PROPERTY OFFICE AND AUCTION (KPKNL) MEDAN

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This thesis aims to determine (1) the value of people's satisfaction index of public services in the areas of auction performance, (2) the public interest against the elements of public services in the field of the auction, (3) strengths and weaknesses, and (4) the degree of correspondence between performance of public service to the importance of the elements of the public service by service users in the field of auctions in the State Property Office and Auction Medan.

The research method used in this research is descriptive quantitative by using 2 variables: (1) variable level of people's satisfaction with the performance of public services in the field of auctions and (2) a variable rate of interest of the people of the elements of public services in the auction.

Based on the survey results revealed that the quality of public services the State Property Office and Auction Medan, especially in terms of the transition process of sale by auction is adequate (good). As for the strength of the form of (1) the timeliness of service, (2) implementing competence, (3) compliance with the requirements of service, (4) the reasonableness of costs / rates, and (5) the suitability of the product specification types of services, contribute to the satisfaction of the public in obtaining services The State Property Office and Auction Medan. The weakness in the field of public service in the form of (1) the speed of handling complaints, suggestions and inputs, (2) implementing behavior, (3) ease of servicing procedures, and (4) notice of service, need to be improved so as to improve the quality of public services in the State Property Office and Auction Medan

**Keywords** : Satisfaction, people, public service, and the State Property Office and Auction Medan