

### ABSTRAK

Setiap pengendara kendaraan wajib memiliki SIM (Surat Ijin Mengemudi). Surat ijin mengemudi dapat diperoleh di Kantor Pelayanan SIM Satlantas Polres Kediri Kota. Selama ini pengurusan SIM menurut masyarakat dianggap sulit karena terlalu berbelit-belit dan banyaknya calo yang berkeliaran. Kini mengurus SIM khususnya dalam mengurus perpanjangan SIM sangatlah mudah. Karena saat ini Kantor Pelayanan SIM Satlantas Polres Kediri Kota telah membuat inovasi pelayanan perpanjangan SIM dengan menggunakan SIM Keliling. SIM keliling didirikan untuk memenuhi kebutuhan masyarakat pemohon SIM akan pelayanan perpanjangan SIM yang cepat, mudah, transparan dan bebas dari calo. Penelitian ini bertujuan menggambarkan bagaimana penerapan SIM Keliling sebagai bagian dari inovasi pelayanan perpanjangan SIM dapat meningkatkan kualitas pelayanan di Kantor Pelayanan SIM Satlantas Polres Kediri Kota. Untuk mengetahui bagaimana penerapan SIM Keliling dapat meningkatkan kualitas pelayanan digunakan 5 indikator peningkatan kualitas pelayanan menurut Zeithamal, Parasuraman dan Berry yaitu *Tangible*, *Realibility*, *Responsivenes*, *Assurance* dan *Emphaty*.

Penelitian ini menggunakan teori pelayanan publik, kualitas pelayanan publik, serta teori tentang inovasi. Penelitian ini menggunakan metode kualitatif, tipe penelitian deskriptif, lokasi penelitian berada di Kantor Pelayanan SIM Satlantas Polres Kediri Kota karena tempat tersebut merupakan satu-satunya Kantor Pelayanan SIM di Kota Kediri. Informan yang diambil dalam penelitian ini para pemohon SIM yang menggunakan SIM Keliling, dan Petugas Pemberi Pelayanan atau operator SIM Keliling. Untuk teknik penentuan informan bagi pemberi layanan menggunakan *Purposive Sampling*. Sedangkan pengguna layanan atau pemohon SIM menggunakan *accidental sampling*. Pengumpulan data dilakukan dengan cara observasi, wawancara mendalam, dan dokumentasi. Kemudian menganalisis data menggunakan reduksi data, penyajian data kemudian penarikan kesimpulan atau verifikasi.

**Kata kunci : pelayanan, kualitas pelayanan, pelayanan publik, inovasi, SIM Keliling.**

### **ABSTRACT**

Each vehicle driver must have a driving license (SIM). A driving license can be obtained at the Driving License Service Office of Traffic Unit at Resort Police of Kediri City. During this time the maintenance of a driving license is considered difficult because its process is convoluted plus with a large number of scalpers. But now the process of driving license renewal is getting easy. Its because this time the driving license Service Office of Traffic Unit at Resort Police of Kediri City has made an innovation that called SIM Keliling (Mobile SIM). SIM Keliling was established to suit the people's demand of a driving license process that fast, simple, transparent and free from the scalpers. The aim of this research is to describe the implementation of SIM Keliling in order to improve the quality services of Driving License Service Office of Traffic Unit at Resort Police of Kediri City. According to Zeithamal, Parasuraman dan Berry there are five indicators of quality service improvement to find out how the implementation of SIM Keliling attracts the quality improvement: tangible, realibility, responsiveness, assurance dan empathy.

This research using the public services theory, quality of public service and innovation theory. This research using qualitative method with descriptive type of research, the location of this research is Driving License Service Office of Traffic Unit at Resort Police of Kediri City as the only one driving license Service Office at Kediri that provide SIM Keliling service. The informants come from the SIM applicant that using SIM Keliling and providers officers as the operator of SIM Keliling. The informant that come from the officer is chosen by purposive sampling and the informant that come from the applicant is chosen by accidental sampling. Data is collected through observation, indepth interview, and documentation. Data analysis technique used in this research is data reduction, data presentation and inference.

**KEYWORD : SERVICE, QUALITY SERVICE, PUBLIC SERVICE, INNOVATION, SIM KELILING.**