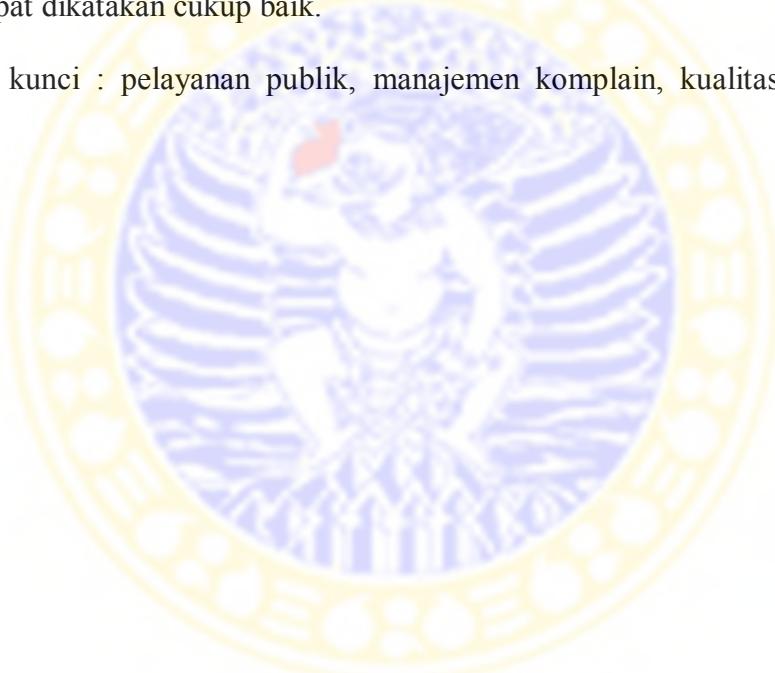


Abstraksi

Tujuan dari penelitian ini adalah menggambarkan bagaimana penanganan keluhan pemohon UPTSA Kota Surabaya sehingga dapat meningkatkan kualitas pelayanan publik, digunakan delapan prinsip kualitas penanganan keluhan yang efektif yaitu *accessible, simplicity, responsiveness, confidentially, remedy*. Serta menggunakan lima prinsip kualitas manajemen penanganan keluhan pemohon menurut Parasuraman, Zeithaml dan Berry yaitu *reliability, responsiveness, assurance, emphaty and tangibles*. Penelitian ini menggunakan metode kualitatif, tipe penelitian deskriptif, lokasi penelitian ini adalah UPTSA Kota Surabaya. Informan penelitian ini adalah pemohon ijin UPTSA Kota Surabaya yang pernah mengajukan keluhan dan para staf / petugas UPTSA Kota Surabaya. Untuk teknik penentuan informan seluruhnya menggunakan teknik purposive sampling. Pengumpulan data dilakukan dengan cara observasi(pengamatan), wawancara mendalam (in depth interview) serta dokumentasi. Kemudian menganalisis data menggunakan reduksi data, penyajian data dan kemudian kesimpulan atau verifikasi. Hasil yang diperoleh dalam penelitian ini menunjukkan bahwa manajemen penanganan keluhan pemohon UPTSA Kota Surabaya dapat dikatakan cukup baik.

Kata kunci : pelayanan publik, manajemen komplain, kualitas manajemen komplain



Abstract

The aim of this research is to describe how is the realization customer complaints mechanism of UPTSA Surabaya city. So it can improve the public service quality. To find out how is the complaints mechanism can improve it, is used eight indicators of effective handling customer complaints principle, which are *accessible, simplicity, responsiveness, confidentiality, remedy*. And also five indicators of quality improvement according from Parrasuraman, Zeithaml and Berry, which are *reliability, responsiveness, assurance, empathy and tangibles*. *This research using qualitative method with descriptive type of research, the location of this research are in UPTSA Surabaya City. The informants of this research are staff of UPTSA Kota Surabaya who are appropriate in this major and customer of UPTSA Surabaya City who had made complains. All of them chosen by purposive. Data is collected through observation, in depth interview and documentation. Data analysis technique used in this research is data reduction data presentation and inference. Result obtained of this research show that management complaints UPTSA Surabaya City is good enough.*

Keywords : public service, complaints managements, quality of complaints managements.

