

RINGKASAN

**PENGARUH PELAYANAN PUBLIK TERHADAP PERKEMBANGAN
INVESTASI ASING DAN PENYERAPAN TENAGA KERJA PADA
INDUSTRI MANUFAKTUR DI KOTA BATAM.**

Sektor industri merupakan tulang punggung pertumbuhan Ekonomi Pulau Batam karena dari pertumbuhan PDRB Batam pada tahun 2003 sebesar 7,73 % sektor industri menempati urutan pertama dimana dapat memberikan kontribusi sebesar 70,73 %. Dengan pertumbuhan yang baik ini maka sektor ini juga dapat memberikan kontribusi bagi penyerapan tenaga kerja sebanyak 143.775 orang atau 76,5 % dari jumlah tenaga kerja sebesar 187.842 orang. Berdasarkan kondisi seperti ini maka momentum pertumbuhan di Batam harus tetap dijaga sehingga dapat menciptakan iklim usaha yang kondusif yang dapat memberikan daya tarik bagi investor untuk menanamkan modalnya di Pulau ini.

Studi ini bertujuan untuk mengetahui seberapa besar pengaruh Pelayanan Publik terhadap Perkembangan Investasi Asing dan pengaruh Pelayanan Publik terhadap Penyerapan Tenaga Kerja serta Pengaruh Perkembangan Investasi Asing terhadap penyerapan Tenaga Kerja khususnya pada industri manufaktur di Kota Batam.

Variabel yang digunakan didalam pelayanan publik terdiri dari beberapa variabel indikator yaitu ***Keamanan, Kemudahan memperoleh Tenaga Kerja, Perlakuan kepada investor, Infrastruktur fisik, kemudahan lakukan usaha, lingkungan sosial domestik, kualitas sumber daya alam*** sedangkan untuk variabel Perkembangan Investasi Asing yaitu Jumlah Investasi dan Jumlah Perusahaan sedangkan variabel dependent adalah Penyerapan Tenaga Kerja.

Data yang digunakan dalam penelitian ini adalah data primer yang kemudian dianalisis dengan menggunakan Structural Equation Model (SEM). Hasil Uji Validitas untuk tujuh indikator variable dari Pelayanan Publik hanya lima indikator yaitu ***Keamanan, Kemudahan memperoleh Tenaga Kerja, Infrastruktur fisik, kemudahan lakukan usaha, kualitas sumber daya alam*** yang valid atau sah dan kemudian dari lima indikator tersebut dilaksanakan uji realibilitas dan hasilnya kelima indikator ternyata realible

Hasil Penelitian menunjukkan bahwa Pengaruh Pelayanan Publik terhadap perkembangan Investasi Asing dengan nilai koefisien jalur -0,49 dan Pengaruh Perkembangan Investasi terhadap Penyerapan Tenaga Kerja dengan nilai koefisien jalur 0,46 dan Pelayanan Publik terhadap penyerapan Tenaga Kerja dengan nilai koefisien jalur 0,51 hasilnya ***signifikan***

Dengan demikian berdasarkan hasil penelitian ini maka untuk tetap menjaga agar Batam dapat memberikan kontribusi didalam perkembangan investasi asing dan penyerapan tenaga kerja maka pelayanan publik perlu ditingkatkan secara berkelanjutan dan disederhanakan sehingga dapat menciptakan iklim usaha yang kondusif.

SUMMARY

THE INFLUENCE OF PUBLIC SERVICE ON FOREIGN INVESTMENT AND LABOR RECRUITMENT IN MANUFACTURE INDUSTRIES IN BATAM

Industrial sectors are one of the most important key on the economics growth development in Batam Island because from the information taken in 2003 about 7.73% from the industrial sectors contributed about 70.73 growth of PDRB Batam. With this amount of growth, these sectors can employ around 143,775 labors; statistic stated about 75.5% from 187,842 labors who actively looking for the job. Based on this condition, the path of economics growth that is very reliant on the industry sectors has managed many foreign investors to allocate their money on this island.

This study is formulated to recognize how much public services can influence foreign investment growth and labors recruitment. Also, how foreign investment growth can influence labors recruitment on the manufacture industries in Batam.

Variables that are used on public services focused on seven indicators: Security, Labors, Physical infrastructure, Social domestic environment, Simple procedure on labor recruitment, Simple procedure on doing business, Quality of resources. Variables that are used on foreign investment growth focused on the number of investment and the number of corporation. Among these variables there is one dependent variable which is labors recruiting.

Those data are combined with prime data and compiled using Structural Equation Model (SEM). The result from seven indicator variables on public service only five of them are valid and reliable. Five of them are: Security, Simple procedure on labor recruitment, Physical infrastructure, Simple procedure on doing business, Quality of resources.

The result shows the influence of public service toward foreign investment growth has $-0,49$ coefficient, meanwhile the influence on foreign investment toward labor recruitment has $0,46$ coefficient, and last but not least the influence on public service toward labor recruitment has $0,51$ coefficient. The result is significant.

Based on this research, public services have to be put on the first priority if Batam wants to attract many foreign investors to allocate their money here and also to simplify the regulations regarding labor law to create a good business environment.

ABSTRACT

**THE INFLUENCE OF PUBLIC SERVICES ON FOREIGN INVESTMENT
AND MANPOWER RECRUITMENT IN THE
MANUFACTURING INDUSTRIES
IN BATAM**

The industrial sector is the backbone of Batam Island's economic growth. The Product Domestic Regional Bruto (PDRB) figure of 2003 shows a 7,73 % increase and the industry sector ranks first by contributing 70,73 % to this growth. This significant development was also able to attract and absorb 143.775 workers, which is 75,5 % from the total 187.842 wokers on the island. In order to keep this momentum going, it is imperative to create a favourable and condusive business climate and environment to attract more entrepreneurs to invest on Batam Island.

The purpose of this research is to know how public services affect foreign investments and attract workers to find employment on the island particularly in manufacturing industry. It also serve as an feedback to the Batam Administration in planning and managing Batam's future by providing better public services / facilities to investors.

In this research primary data is analyzed by using the Structural Equational Model (SEM). Analysis results show that the impact of public services on foreign investment is quite significant as well as the fact that workers are attracted to be employed in the manufacturing Industry in Batam.

Key Word : Public Services Improvement never end