

ABSTRACT

Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) of Karimun Regency plays an important role in administering business licenses in Karimun Regency. DPMPTSP of Karimun conducts a Community Index (IKM) survey annually. IKM is a survey conducted on public services that are not specific to DPMPTSP services. Information related to the quality of the DPMPTSP of Karimun is crucial to service improvement.

This research was conducted to examine the level of service quality of DPMPTSP Karimun and the contributing factors of service user satisfaction with the six sigma method. Six sigma is a method to determine the service quality of DPMPTSP. Six Sigma focuses on process improvement so that DPMPTSP can implement continuous service quality improvements and accommodate all service dissatisfaction.

This research was classified as descriptive research with mixed method. Data collection techniques are interviews, secondary data collection, and distributing questionnaires. Interviews were conducted with the Head of the Complaints and Service Policy Division of DPMPTSP Karimun. While the respondents in distributing the questionnaire were 100 service users of DPMPTSP Karimun with total population sampling. Service quality was analyzed by utilizing the six sigma DMAIC (Define, Measure, Analyze, Improve, Control) method. Moreover, factors such as facilities, information systems, guarantee of officers, speed of service, customer service and costs were analyzed by means of QFD, regression, and Monte-Carlo simulation.

The results indicated that the sigma value of DPMPTSP was amounted to 3.59, meaning that the performance of DPMPTSP services had not been relatively maximal. Furthermore, the most contributing factors to the satisfaction of DPMPTSP service users were the guarantee of officers in providing service, the speed of licensing services, and the speed of responding to complaints. The results of this study are expected to help DPMPTSP Karimun in evaluating and improving service quality and maximizing service user satisfaction by improving the most contributing factors to the satisfaction of service users.

Keywords: DMAIC, QFD, regression, service quality, six sigma