

ABSTRACT

This thesis aims to determine the Service Responsiveness and Efforts of the Republic of Indonesia Ombudsman Representative of Jambi Province in following up on public reports. The research in this thesis was carried out in a descriptive qualitative manner and the methods used were observation, interviews, documentation and data analysis. The results of this research are seen from six indicators of responsiveness according to Zeithaml, namely the ability to respond to society; speed of service; accuracy of service; accuracy of service; punctuality; and the ability to respond to complaints. It can be concluded that the Responsiveness of the Ombudsman of the Republic of Indonesia Representatives of Jambi Province does not all meet the 6 theoretical indicators mentioned. In terms of ability to respond, the Jambi Ombudsman is not yet completely good due to problems with facilities and infrastructure. The Ombudsman has been friendly and accepted complaints, provided direct and online consultation services, and implemented the PVL On The Spot program. Regarding speed of service, the Jambi Ombudsman is not always able to follow up quickly, while the Ombudsman's efforts are to hold regular meetings to monitor the follow-up to reports. Regarding the accuracy of the Jambi Ombudsman's services in accordance with procedures and appropriate costs, the efforts made are deliberation to find the best solution. Regarding service accuracy, this has been done well, as for efforts to create standards for chronological recording. Regarding the timeliness of the services provided, the public has not been fully satisfied due to the lack of clarity regarding follow-up times. And the ability to respond to complaints is improved by providing a suggestion box and collaborating with various parties.

Keywords: Report, Ombudsman, Responsiveness.

ABSTRAK

Skripsi ini bertujuan untuk mengetahui Responsivitas Pelayanan dan Upaya Ombudsman Republik Indonesia Perwakilan Provinsi Jambi dalam menindaklanjuti laporan masyarakat. Penelitian dalam skripsi ini dilakukan secara kualitatif deskriptif dan metode yang digunakan yaitu metode observasi, wawancara, dokumentasi, dan analisa data. Hasil penelitian ini dilihat dari enam indikator responsivitas menurut Zeithaml yaitu kemampuan merespon masyarakat; kecepatan melayani; ketepatan melayani; kecermatan melayani; ketepatan waktu; dan kemampuan menanggapi keluhan. Dapat disimpulkan bahwa Responsivitas Ombudsman Republik Indonesia Perwakilan Provinsi Jambi belum semua memenuhi 6 indikator teori yang di sebutkan. Dalam hal kemampuan merespons, Ombudsman Jambi belum sepenuhnya baik karena terkendala di sarana dan prasarana, Ombudsman telah bersikap ramah dan menerima keluhan, menyediakan layanan konsultasi langsung dan daring, serta menjalankan program PVL On The Spot. Mengenai kecepatan pelayanan, Ombudsman Jambi tidak selalu dapat menindaklanjuti dengan cepat adapun upaya dari Ombudsman adalah mengadakan rapat rutin untuk memantau tindak lanjut laporan. Mengenai ketepatan pelayanan Ombudsman Jambi telah sesuai dengan prosedur dan tepat biaya, upaya yang dilakukan adalah musyawarah untuk mencari solusi terbaik. Mengenai kecermatan pelayanan telah dilakukan dengan baik, adapun upaya dengan menciptakan standar pencatatan kronologi. Mengenai ketepatan waktu pelayanan yang diberikan belum sepenuhnya membuat masyarakat puas karena kurangnya kejelasan waktu penindaklanjutan. Dan mengenai kemampuan menanggapi keluhan ditingkatkan melalui menyediakan kotak saran dan kolaborasi dengan berbagai pihak.

Kata Kunci : Laporan, Ombudsman, Responsivitas.