

ABSTRACT

IRMAWATI, 2023. conducted a research titled 'The Influence of Service Quality on Community Satisfaction at the Enrekang Regency Ministry of Religion Office,' under the guidance of Hafiz Elfiansya Parawu and Nurwahid..

The main aim of this research was to examine the impact of service quality on community satisfaction at the Enrekang Regency Ministry of Religion Office. The research followed a quantitative approach with a focus on quantitative descriptive analysis. The study sample consisted of 90 employees. Data analysis for the research was carried out through two methods: descriptive statistics and simple linear regression.

The findings of this research revealed that service quality had a positive and significant influence, both partially and overall. This was substantiated by the research results, which indicated that the service quality variable (represented as 'X') had a T-count of 5.729, surpassing the T-table value of 1.662. Moreover, the significance value was calculated to be 0.000, which is less than 0.05. Consequently, it can be concluded that Service Quality (X) has a positive and significant effect on community satisfaction (Y). In other words, the quality of service at the Enrekang Regency Ministry of Religion Office is positive and contributes to an increased level of satisfaction among the public regarding the services provided. Specifically, the service quality variable (X) accounts for 52.1% of the variation in the community satisfaction variable (Y), while the remaining 47.9% is attributed to other factors beyond the scope of this research."

Keywords: Service Quality, Community Satisfaction

ABSTRAK

IRMAWATI, 2023. **Pengaruh Kualitas Pelayanan terhadap Kepuasan Masyarakat Pada Kantor Kementerian Agama Kabupaten Enrekang.** Di bawah bimbingan Hafiz Elfiansya Parawu dan Nurwahid.

Tujuan penelitian ini adalah untuk mengetahui tunjangan pengaruh kualitas pelayanan terhadap kepuasan masyarakat pada Kantor Kementerian Agama Kabupaten Enrekang, Jenis penelitian yang digunakan adalah kuantitatif dengan tipe deskriptif kuantitatif. Sampel yang digunakan sebanyak 90 pegawai. Analisis data penelitian dilakukan dengan dua cara yaitu statistik deskriptif dan regresi linear sederhana.

Hasil penelitian ini menunjukkan bahwa secara parsial kualitas pelayanan memiliki pengaruh yang positif dan signifikan. Hal ini dibuktikan dari hasil penelitian menemukan bahwa variabel kualitas pelayanan (X) menunjukkan T_{hitung} sebesar 5,729 sementara itu nilai $T_{tabel} = 1,662$, maka $T_{hitung} > T_{tabel}$ dan nilai signifikansi yaitu $0.000 < 0.05$ oleh karena itu dapat disimpulkan bahwa Kualitas pelayanan (X) berpengaruh positif dan signifikan terhadap Kepuasan masyarakat (Y). Artinya bahwa Kualitas pelayanan di Kantor Kementerian Agama Kabupaten Enrekang berjalan positif dan mampu meningkatkan kepuasan masyarakat dalam pelayanan yang dilakukan. Variabel kualitas pelayanan (X) berpengaruh sebesar 52,1% terhadap variabel kepuasan masyarakat (Y) sedangkan sisanya 47,9% dijelaskan oleh variabel lain diluar penelitian ini.

Kata Kunci: Kualitas Pelayanan, Kepuasan Masyarakat