

ABSTRAK

Putri Rahmadani Hasmar, Lukman Hakim, Nur Khaerah, Pengaruh *Hybrid Organization* Terhadap Kualitas Pelayanan di Mall Pelayanan Publik Kabupaten Gowa.

Penelitian ini bertujuan untuk mengetahui pengaruh *Hybrid Organization* terhadap kualitas pelayanan di Mal Pelayanan Publik Kabupaten Gowa. Latar belakang penelitian ini didasarkan pada pentingnya peningkatan kualitas pelayanan publik melalui integrasi berbagai instansi dalam satu sistem pelayanan terpadu. Meskipun konsep tersebut telah diterapkan, masih ditemukan beberapa kendala dalam praktik pelayanan.

Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah 99 data yang layak diolah. Teknik pengumpulan data dilakukan melalui kuesioner dengan skala Likert, serta dianalisis menggunakan bantuan SPSS melalui uji validitas, reliabilitas, normalitas, dan regresi linear sederhana.

Hasil penelitian menunjukkan bahwa *Hybrid Organization* berpengaruh positif dan signifikan terhadap kualitas pelayanan. Hal ini dibuktikan melalui persamaan regresi $Y = 19,862 + 0,776X$, nilai t hitung sebesar 10,081 lebih besar dari t tabel 1,661, serta nilai signifikansi $\leq 0,05$. Selain itu, nilai koefisien determinasi (R Square) sebesar 0,512 menunjukkan bahwa *Hybrid Organization* memberikan kontribusi sebesar 51,2% terhadap kualitas pelayanan, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Dengan demikian, dapat disimpulkan bahwa semakin baik penerapan *Hybrid Organization*, maka kualitas pelayanan di Mal Pelayanan Publik Kabupaten Gowa juga akan meningkat.

Kata kunci: *Hybrid Organization*, Kualitas Pelayanan, Pelayanan Publik

ABSTRACT

Putri Rahmadani Hasmar, Lukman Hakim, Nur Khaerah, Pengaruh Hybrid Organization Terhadap Kualitas Pelayanan di Mall Pelayanan Publik Kabupaten Gowa.

This study aims to examine the effect of Hybrid Organization on service quality at the Mal Pelayanan Publik Kabupaten Gowa. The background of this research is based on the importance of improving public service quality through the integration of various institutions within a single service system. Although this concept has been implemented, several challenges are still found in practice.

This research employs a quantitative approach involving 100 respondents, of which 99 valid responses were analyzed. Data were collected through a Likert-scale questionnaire and analyzed using SPSS, including validity, reliability, normality, and simple linear regression test

The results indicate that Hybrid Organization has a positive and significant effect on service quality. This is evidenced by the regression equation $Y = 19.862 + 0.776X$, where the t-value (10.081) is greater than the t-table value (1.661), and the significance value is ≤ 0.05 . Furthermore, the coefficient of determination (R Square) is 0.512, meaning that Hybrid Organization contributes 51.2% to service quality, while the remaining 48.8% is influenced by other factors outside this study.

In conclusion, the better the implementation of Hybrid Organization, the higher the quality of public services at the Mal Pelayanan Publik Kabupaten Gowa.

Keywords: Hybrid Organization, Service Quality, Public Service