

ABSTRAK

Windrayani Azis 2025. Kualitas Pelayanan Sistem Informasi Manajemen Bangunan Gedung di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Enrekang (Dibimbing oleh Hafiz Elfiansya Parawu dan Nur Wahid)

Sistem Informasi Manajemen Bangunan Gedung (SIMBG) adalah sebuah sistem elektronik yang digunakan untuk mempermudah proses pelayanan perizinan dan non-perizinan di bidang bangunan secara daring (*online*). Penelitian ini bertujuan untuk menganalisis kualitas pelayanan Sistem Informasi Manajemen Bangunan Gedung (SIMBG) di Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (DPMPTSP) Kabupaten Enrekang. Penelitian ini menggunakan metode kualitatif dengan tipe penelitian deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi di lapangan.

Hasil penelitian menunjukkan bahwa kualitas pelayanan yang ada di DPMPTSP Kabupaten Enrekang dapat dilihat dari 4 indikator yaitu, Efisiensi, Kepercayaan, Reliabilitas, dan Dukungan Kepada Masyarakat. Dari segi efisiensi, penggunaan SIMBG telah mempersingkat proses perizinan dan meminimalkan biaya administrasi. Kemudian dalam hal kepercayaan, masyarakat cenderung percaya terhadap penggunaan SIMBG karena transparansi informasi dan adanya kepastian prosedur penggunaan. Reliabilitas SIMBG juga dinilai cukup andal karena mampu memberikan layanan yang konsisten dan dapat diakses secara daring. Dan dari segi dukungan kepada masyarakat, DPMPTSP Kabupaten Enrekang telah menyediakan layanan bantuan dan pendampingan kepada masyarakat. Secara umum, penerapan SIMBG di DPMPTSP Kabupaten Enrekang telah memberikan dampak positif terhadap percepatan proses perizinan, peningkatan transparansi, serta kemudahan akses layanan publik secara daring. Dapat disimpulkan bahwa kualitas pelayanan SIMBG belum sepenuhnya berkualitas, dikarenakan masih terdapat kendala seperti kurangnya sosialisasi, keterbatasan pemahaman teknologi oleh masyarakat, serta gangguan teknis dalam sistem. Oleh karena itu, perlu adanya peningkatan kapasitas sumber daya manusia, penguatan infrastruktur, serta strategi edukasi dan pendampingan kepada masyarakat pengguna layanan.

Kata Kunci: Kualitas Pelayanan, SIMBG, E-Government, DPMPTSP, PBG

ABSTARCT

Windrayani Azis 2025. *Quality of Building Management Information System Services at the Investment and One-Stop Integrated Service Office of Enrekang Regency (Supervised by Hafiz Elfiansya Parawu and Nur Wahid)*

The Building Management Information System (SIMBG) is an electronic system used to facilitate the process of licensing and non-licensing services in the building sector through an online platform. This study aims to analyze the quality of SIMBG services at the Investment and One-Stop Integrated Service Office (DPMPTSP) of Enrekang Regency. This research employs a qualitative method with a descriptive research type. Data collection techniques include observation, interviews, and field documentation.

The results of the study show that the quality of services at the DPMPTSP of Enrekang Regency can be assessed using four indicators: efficiency, trust, reliability, and citizen support. In terms of efficiency, the use of SIMBG has shortened the licensing process and minimized administrative costs. Regarding trust, the public tends to trust the use of SIMBG due to information transparency and the certainty of procedural steps. The reliability of SIMBG is also considered sufficient, as it provides consistent services and can be accessed online. In terms of citizen support, DPMPTSP of Enrekang Regency has provided assistance and guidance services to the public. Overall, the implementation of SIMBG at DPMPTSP Enrekang Regency has had a positive impact on accelerating the licensing process, increasing transparency, and improving access to online public services. However, challenges remain, such as limited public outreach, lack of technological understanding among the community, and technical issues within the system. Therefore, it is necessary to enhance human resource capacity, strengthen infrastructure, and develop educational strategies and support services for the system's users.

Keywords: Service Quality, SIMBG, E-Government, DPMPTSP, PBG