

ABSTRAK

Nurwilis, Anggarini. 2020. Pengaruh *Good Governance* dan Pelayanan Prima Terhadap Kepuasan Masyarakat Pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (PTSP) Kabupaten Probolinggo. Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (PTSP) Kabupaten Probolinggo dengan tujuan untuk menguji pengaruh antara *good governance* terhadap kepuasan masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (PTSP) Kabupaten Probolinggo, dan untuk menguji pengaruh antara pelayanan prima terhadap kepuasan masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (PTSP) Kabupaten Probolinggo.

Jenis penelitian yang digunakan yaitu jenis penelitian kuantitatif pendekatan asosiatif kausal, dengan variabel yang digunakan terdiri atas *good governance*, pelayanan prima, dan kepuasan masyarakat. Sampel yang digunakan sebanyak 60 masyarakat yang mengurus perijinan IMB. Metode analisis data penelitian ini yaitu metode deskriptif kuantitatif dengan menggunakan statistik berupa analisis regresi berganda sebelumnya diuji keabsahan dan kecukupan data dengan uji validitas, reliabilitas dan uji asumsi klasik.

Hasil penelitian menunjukkan bahwa *good governance* berpengaruh signifikan terhadap kepuasan masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (PTSP) Kabupaten Probolinggo dengan nilai $t_{hitung} X_1 = 4,022 > t_{tabel} = 2,302$ dan nilai probabilitas (Sig. t) = $0,000 < 0,05$. Pelayanan prima berpengaruh signifikan terhadap kepuasan masyarakat pada Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu (PTSP) Kabupaten Probolinggo dengan nilai $t_{hitung} X_2 = 7,915 > t_{tabel} = 2,302$ dan nilai probabilitas (Sig. t) = $0,000 < 0,05$.

Kata Kunci : *Good Governance*, Pelayanan Prima dan Kepuasan Masyarakat

ABSTRACT

Nurwilis, Anggarini. 2020. The influence of Good Governance and excellent service to the satisfaction of the Community in the Department of Investment and Integrated service of one the gate (PTSP) Regency of Probolinggo. Management study Program, Faculty of Economics, Panca Marga University of Probolinggo.

This research was conducted in the Department of Investment and Integrated service of one the gate (PTSP) Regency of Probolinggo with the aim to test the influence between good governance on public satisfaction in the Investment office and Integrated service of one the gate (PTSP) Regency of Probolinggo, and to test the influence of excellent service to the satisfaction of the Community in the Office of Investment and Integrated service of one the gate (PTSP) Regency of Probolinggo.

The type of research used is a type of quantitative study causal associative approach, with the variables used consist of good governance, excellent service, and public satisfaction. Samples used as many as 60 people taking care of IMB licensing. This method of research data analysis is a quantitative descriptive method using statistics in the form of multiple regression analyses previously tested the validity and adequacy of data with the validity test, reliability and classical assumption test.

The results showed that good governance has significant effect on the satisfaction of people in the Investment office and Integrated service of one the gate (PTSP) Regency of Probolinggo with a value of $t_{count} X_1 = 4.022 > t_{table} = 2.302$ and probability value (Sig. t) = 0.000 < 0,05. Excellent service has significant effect on the satisfaction of people in the Office of Investment and Integrated service of one the gate (PTSP) Regency of Probolinggo with a value of $t_{hitung} X_2 = 7.915 > t_{table} = 2.302$ and the probability value (Sig. t) = 0.000 < 0,05.

Keywords: Good governance, excellent service and community satisfaction