

RINGKASAN

Faisal Hidan Vidyarna , 2026. **Analisis Kualitas Pelayanan Publik Dalam Proses Persetujuan Berlayar Kapal Perikanan (Studi Pada UPT Pelabuhan Perikanan Pantai Mayangan)**. Renny Candradewi P., S.Hub.Int., M.A , Mastina Maksin, S.AP., M.AP

Penelitian ini bertujuan untuk menganalisis kualitas pelayanan publik dalam proses persetujuan berlayar kapal perikanan di UPT Pelabuhan Perikanan Pantai (PPP) Mayangan, Kota Probolinggo. Latar belakang penelitian didasarkan pada pentingnya pelayanan publik yang berkualitas dalam mendukung keselamatan pelayaran, serta masih ditemukannya berbagai permasalahan seperti pungutan liar, rendahnya kepatuhan administrasi nelayan, dan kendala sistem digital pelayanan.

Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Analisis dilakukan menggunakan teori SERVQUAL yang meliputi lima dimensi, yaitu *tangibles* (bukti fisik), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), dan *empathy* (empati).

Hasil penelitian menunjukkan bahwa pelayanan persetujuan berlayar di UPT PPP Mayangan secara umum sudah berjalan cukup baik, namun masih terdapat beberapa kendala. Kendala tersebut meliputi keterbatasan sarana prasarana, kurang optimalnya sistem digital (Teman SPB), serta masih rendahnya pemahaman nelayan terhadap prosedur administrasi. Selain itu, aspek kecepatan pelayanan dan responsivitas petugas perlu ditingkatkan untuk mencapai pelayanan yang lebih optimal. Penelitian ini memberikan rekomendasi berupa peningkatan infrastruktur teknologi informasi, penguatan sosialisasi kepada nelayan, serta peningkatan profesionalisme aparatur pelayanan guna mewujudkan pelayanan yang lebih efektif, transparan, dan akuntabel.

Kata Kunci : Kualitas pelayanan publik, Persetujuan berlayar kapal, *SERVQUAL*, Pelabuhan Perikanan Mayangan, Pelayanan administrasi, Kepuasan masyarakat dan Digitalisasi pelayanan.

SUMMARY

Faisal Hidan Vidyarna, 2026. **Analysis of Public Service Quality in the Fishing Vessel Sailing Approval Process (Study at the Mayangan Coastal Fishing Port UPT)**. Renny Candradewi P., S.Hub.Int., M.A, Mastina Maksin, S.AP., M.AP,

This study aims to analyze the quality of public services in the process of issuing sailing approval for fishing vessels at the Coastal Fishing Port Technical Implementation Unit (UPT PPP) Mayangan, Probolinggo City. The background of this research is based on the importance of high-quality public services to ensure maritime safety, as well as the persistence of issues such as illegal levies, low administrative compliance among fishermen, and limitations in digital service systems.

The research employs a descriptive qualitative approach, with data collected through observation, interviews, and documentation. The analysis is based on the SERVQUAL theory, which includes five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

The results indicate that the service process for sailing approval at UPT PPP Mayangan is generally adequate. However, several challenges remain, including limited facilities and infrastructure, suboptimal digital systems (Teman SPB), and insufficient understanding of administrative procedures among fishermen. Additionally, improvements are needed in service speed and staff responsiveness to achieve optimal service quality. This study recommends enhancing information technology infrastructure, strengthening outreach and education for fishermen, and improving the professionalism of service personnel to achieve more effective, transparent, and accountable public services.

Keywords : Public service quality, Sailing approval SERVQUAL, Fishing port services, Administrative services, Customer satisfaction and Service digitalization.