

INTISARI

Aset bangunan gedung merupakan salah satu bagian penting dalam pengelolaan barang milik daerah (BMD). Sebanyak Rp.2,2 miliar dana APBD Kota Batam dikeluarkan untuk pemeliharaan bangunan gedung Museum Batam Raja Ali Haji (MBRAH) dari 2021--2022, yang merupakan hibah dari Provinsi Kepulauan Riau. Penelitian ini bertujuan mengidentifikasi tingkat pemeliharaan bangunan gedung MBRAH oleh Dinas Kebudayaan dan pariwisata Kota Batam, dan mengetahui indikator layanan yang harus ditingkatkan atau diperbarui, serta variabel mana yang harus dipertahankan. Metode yang digunakan adalah kuantitatif didukung deskriptif kualitatif dan menggunakan metode analisis *Importance Performance Analysis (IPA)*. Penelitian ini menggunakan kuesioner dengan 172 responden serta wawancara kepada narasumber sebagai instrumen penelitian.

Hasil penelitian menunjukkan bahwa dari 23 variabel pemeliharaan yang diambil dari Peraturan Menteri Pekerjaan Umum Nomor 28/PRT/M/2008, terdapat sembilan indikator yang terletak di kuadran I, sembilan indikator di kuadran II, dan lima indikator di kuadran IV. Variabel yang termasuk dalam kuadran I memerlukan perhatian khusus dan prioritas pemeliharaan dari pengelola MBRAH. Variabel di kuadran II perlu dipertahankan dan ditingkatkan. Sementara indikator di kuadran IV dianggap kurang penting, namun dapat menjadi peluang nilai tambah pada kualitas bangunan mengingat MBRAH adalah identik dengan tata pameran.

Kata kunci: Pemeliharaan, Bangunan Gedung, *Importance Performance Analysis (IPA)*

ABSTRACT

Building assets are one of the essential components in the management of local government property. A budget of Rp. 2.2 billion from the Batam City Regional Budget (APBD) was allocated for the maintenance of the building of the Raja Ali Haji Batam Museum (MBRAH) from 2021--2022, which was granted by the Riau Islands Province. This research aims to identify the level of maintenance of the MBRAH building by the Department of Culture and Tourism of Batam City and determine the service indicators that need to be improved or updated, as well as the indicators that should be retained. The research utilized a quantitative approach supported by qualitative descriptive analysis and employed the Importance Performance Analysis (IPA) method. The study used questionnaires with 172 respondents and conducted interviews with informants as research instruments.

The research findings indicate that out of 23 maintenance variables taken from the Minister of Public Works Regulation Number 28/PRT/M/2008, there are nine indicators located in quadrant I, nine indicators in quadrant II, and five indicators in quadrant IV. The variables in quadrant I require special attention and prioritized maintenance by the MBRAH management. The variables in quadrant II need to be maintained and improved. Meanwhile, indicators in quadrant IV are considered less important, but they could present opportunities for adding value to the building's quality, given that MBRAH is closely associated with exhibition arrangements.

Keywords: Maintenance, Building Assets, Importance Performance Analysis (IPA)