

INTISARI

Penelitian ini mengusulkan kerangka kerja ilmiah untuk layanan dalam kantor pemerintah yang memungkinkan kantor Kecamatan Aikmel untuk mengevaluasi kembali model layanan mereka, dan menganalisis atribut layanan di kantor Kecamatan Aikmel. Model *Service Performance* dan Kano digunakan untuk analisis. Serangkaian kuesioner Kano diberikan untuk menganalisis kepuasan yang dirasakan pengguna terkait dengan berbagai elemen kualitas layanan. Unsur-unsur tersebut diberi peringkat sesuai dengan urutan yang perlu diperbaiki agar dapat menentukan unsur-unsur yang penting di kantor Kecamatan Aikmel. Implikasi diusulkan untuk meningkatkan kinerja layanan di kantor Kecamatan Aikmel. Sebanyak 47 kuesioner yang valid dikumpulkan dari pengguna layanan di kantor Kecamatan Aikmel. Digunakan kategori model *Service Performance*, 22 elemen didesain dan diklasifikasikan dengan hasil skor tertinggi adalah “petugas kantor Kecamatan Aikmel secara konsisten bersikap sopan kepada pengguna”. Digunakan kategori model Kano, 25 elemen didesain dan diklasifikasikan: 18 masuk kategori “*must be*,” 1 masuk kategori “*one-dimensions*,” dan 6 masuk kategori “*indifferent*”.

Kata Kunci: *Service Performance*, model Kano, kepuasan, *governance office*

ABSTRACT

This study proposes a scientific framework for services in governance office that enable Aikmel district office to re-evaluate their service models and analyze service attributes in Aikmel district office. A Kano and Service Performance model of quality was employed. A Kano questionnaire was administered to analyze users' perceived satisfaction concerning different service quality elements; the elements were ranked in the order of requiring improvement to determine the elements that are essential in district office. Finally, suggestions were proposed for improving the Service Performance in Aikmel district office. A total 47 valid questionnaires were collected from potential users' Aikmel district office. Using the Service Performance model categories, 22 design elements were classified: the highest score is "Aikmel district office officials consistently behaved politely to users". Using the Kano quality categories, 25 design elements were classified: 18 as "must be," 1 as "one dimensional," and 6 as "indifferent,".

Keyword: Kano model, Service Performance, satisfaction, governance office