

## **ABSTRAK**

### **PENGARUH KEANDALAN, DAYA TANGGAP, JAMINAN, DAN EMPATI TERHADAP KINERJA LAYANAN BIRO SUMBER DAYA MANUSIA POLDA LAMPUNG BERBASIS *SERVQUAL***

**Oleh**

**ADI PRASTIYO**

Penelitian ini bertujuan untuk menganalisis Pengaruh Keandalan, Daya Tanggap, Jaminan, Dan Empati Terhadap Kinerja Layanan Biro Sumber Daya Manusia Polda Lampung Berbasis *Servqual*. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan pendekatan survei. Data diperoleh melalui penyebaran kuesioner dengan metode survey kepada sebagian personel Biro SDM Polda Lampung yang berjumlah 30 orang. Analisis data dilakukan menggunakan metode statistik untuk menguji pengaruh parsial maupun simultan antar variabel.

Hasil penelitian menunjukkan bahwa Keandalan tidak berpengaruh terhadap Kinerja kepolisian di Biro Sumber Daya Manusia Polda Lampung. Daya Tanggap tidak berpengaruh terhadap Kinerja kepolisian di Biro Sumber Daya Manusia Polda Lampung. Jaminan berpengaruh terhadap Kinerja kepolisian di Biro Sumber Daya Manusia Polda Lampung. Empati tidak berpengaruh terhadap Kinerja kepolisian di Biro Sumber Daya Manusia Polda Lampung. Berdasarkan uji *f* didapat hasil yakni Keandalan, Daya Tanggap, Jaminan, dan Empati secara bersama-sama atau simultan berpengaruh positif dan signifikan terhadap Kinerja di Biro Sumber Daya Manusia Polda Lampung.

**Kata kunci:** Keandalan, Daya Tanggap, Jaminan, Empati, Kinerja Berbasis *Servqual*

## **ABSTRACT**

### **THE EFFECT OF RELIABILITY, RESPONSIVENESS, ASSURANCE, AND EMPATHY ON SERVICE PERFORMANCE OF THE HUMAN RESOURCES BUREAU OF THE LAMPUNG REGIONAL POLICE BASED ON SERVQUAL**

**By**

**ADI PRASTIYO**

*This study aims to analyze the influence of Reliability, Responsiveness, Assurance, and Empathy on Service Performance of the Lampung Regional Police's Human Resources Bureau based on Servqual. The research method used was descriptive quantitative with a survey approach. Data were obtained by distributing questionnaires to 30 personnel at the Lampung Regional Police's Human Resources Bureau. Data analysis was conducted using statistical methods to test partial and simultaneous effects between variables.*

*The results show that Reliability does not affect police performance at the Lampung Regional Police's Human Resources Bureau. Responsiveness does not affect police performance at the Lampung Regional Police's Human Resources Bureau. Assurance does affect police performance at the Lampung Regional Police's Human Resources Bureau. Empathy has no effect on police performance at the Lampung Regional Police Human Resources Bureau. The F-test showed that Reliability, Responsiveness, Assurance, and Empathy simultaneously had a positive and significant effect on performance at the Lampung Regional Police Human Resources Bureau.*

**Keywords:** *Reliability, Responsiveness, Assurance, Empathy, Servqual-Based Performance.*