

ABSTRAK

KHAIRIL ANWAR : 2022188, Judul “PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN GURU PADA BIDANG PEMBINAAN SEKOLAH MENENGAH PERTAMA (SMP) DI DINAS PENDIDIKAN DAN KEBUDAYAAN KABUPATEN HULU SUNGAI UTARA”, di bawah bimbingan Ibu **NI MADE MUSIYANI ANJASMARI, M. AP.**, sebagai pembimbing I dan Ibu **NIDA URAHMAH, M. PD.**, sebagai pembimbing II.

Pengaruh kualitas pelayanan terhadap kepuasan masyarakat merupakan topik penting dalam bidang pelayanan publik. Kualitas pelayanan yang baik dapat meningkatkan kepuasan guru, sedangkan kualitas pelayanan yang buruk dapat menurunkan kepuasan guru. Permasalahan yang terjadi dalam kaitannya dengan Pengaruh Kualitas Pelayanan (X) terhadap Kepuasan Guru (Y) pada Bidang Pembinaan Sekolah Menengah Pertama (SMP) di Dinas Pendidikan dan Kebudayaan Kabupaten Hulu Sungai Utara terdapat beberapa fenomena masalah berupa kehadiran pegawai yang tidak konsisten, komunikasi antara pegawai dan pihak sekolah tidak maksimal, pelayanan administrasi belum maksimal, dan ketepatan waktu pelayanan tidak maksimal

Penelitian ini menggunakan metode penelitian kuantitatif. Adapun populasi pada penelitian ini adalah guru SMP sebanyak 331 dengan sampel penelitian sebanyak 75 orang dengan Teknik *simple random sampling*. Teknik pengumpulan data melalui kuesioner, observasi, dan dokumentasi. Teknik penentuan skor menggunakan skala likert. Analisis data penelitian untuk mengetahui pengaruh variabel X terhadap variabel Y meliputi uji validitas, uji reliabilitas, uji asumsi klasik (normalitas), analisis regresi linear sederhana, uji parsial (uji t) dan uji koefisien determinasi (uji r²).

Hasil penelitian menyatakan pengaruh variabel X terhadap variabel Y pada Bidang Pembinaan Sekolah Menengah Pertama (SMP) di Dinas Pendidikan dan Kebudayaan Kabupaten Hulu Sungai Utara dilakukan uji melalui *SPSS 27 for windows* menyatakan bahwa nilai t hitung $18.074 > t \text{ tabel } 1.666$. Hasil pengujian ini menunjukkan bahwa semakin baik kualitas pelayanan bidang SMP maka kepuasan guru akan meningkat, demikian pula sebaliknya, semakin buruk kualitas pelayanan bidang SMP maka kepuasan gurunya akan menurun. Pada Uji Linearitas terlihat nilai $\text{sig } 0.664 > 0.05$ ditarik kesimpulan bahwa terdapat hubungan linearitas variabel kualitas pelayanan (x) terhadap variabel kepuasan guru (y). Pada Uji koefisien determinan R square dapat disimpulkan bahwa ada pengaruh variabel X terhadap Y sebesar 82 % sedangkan sisanya 18 % dipengaruhi variabel lain di luar persamaan regresi atau variabel yang tidak diteliti.

Disarankan kepada Kepala Dinas Pendidikan dan Kebudayaan Kabupaten Hulu Sungai Utara, untuk meningkatkan kualitas pelayanan yaitu memastikan kedisiplinan petugas dengan memonitoring kegiatan pegawai. Petugas agar lebih meningkatkan perihal disiplin waktu dan komunikasi demi kenyamanan guru yaitu dengan memperkuat aturan hukum, pelatihan dan pendidikan terkait etika kerja. Saran untuk peneliti selanjutnya diharapkan memasukkan variabel lain di luar variabel yang sudah ada dalam penelitian ini.

ABSTRACT

KHAIRIL ANWAR (2022188), with the thesis entitled *“THE EFFECT OF SERVICE QUALITY ON TEACHER SATISFACTION IN THE JUNIOR HIGH SCHOOL (SMP) DEVELOPMENT DIVISION AT THE DEPARTMENT OF EDUCATION AND CULTURE OF NORTH HULU SUNGAI REGENCY”*, conducted under the supervision of mrs. **NI MADE MUSIYANI ANJASMARI, M.AP.** as Supervisor I and mrs. **NIDA URAHMAH, M.PD.** as Supervisor II.

The Influence of Service Quality on Community Satisfaction is an important topic in the field of public services. Good service quality can increase teachers' satisfaction, while poor service quality can reduce it. Issues related to the Influence of Service Quality (X) on Teacher Satisfaction (Y) in the Junior High School (SMP) Development Division at the Department of Education and Culture of Hulu Sungai Utara Regency include several observable problems, such as inconsistent employee attendance, suboptimal communication between staff and schools, inadequate administrative services, and lack of punctuality in service delivery.

This study employed a quantitative research method. The population consisted of 331 junior high school teachers, with a sample of 75 respondents selected using a simple random sampling technique. Data were collected through questionnaires, observation, and documentation. The scoring technique used a Likert scale. Data analysis to determine the effect of variable X on variable Y included validity testing, reliability testing, classical assumption testing (normality), simple linear regression analysis, partial testing (t-test), and coefficient of determination testing (R^2 test).

The results showed that the effect of variable X on variable Y in the Junior High School (SMP) Development Division at the Department of Education and Culture of Hulu Sungai Utara Regency was tested using SPSS 27 for Windows. The findings indicated that the calculated t-value (18.074) was greater than the t-table value (1.666). This result demonstrates that the better the service quality in the SMP division, the higher the level of teacher satisfaction. Conversely, poorer service quality leads to lower teacher satisfaction. In the linearity test, the significance value was $0.664 > 0.05$, indicating a linear relationship between the service quality variable (X) and teacher satisfaction variable (Y). The coefficient of determination (R Square) test showed that service quality (X) influenced teacher satisfaction (Y) by 82%, while the remaining 18% was influenced by other variables outside the regression model or variables not examined in this study.

It is recommended that the Head of the Department of Education and Culture of Hulu Sungai Utara Regency improve service quality by ensuring staff discipline through regular monitoring of employee activities. Staff members should enhance time discipline and communication to improve teacher comfort by strengthening regulations, as well as providing training and education related to work ethics. Future researchers are encouraged to include additional variables beyond those examined in this study.