ABSTRACT

LICENSE SERVICE QUALITY THROUGH BANDUNG ONE STOP SERVICE AT INTEGRATED LICENSE SERVICE AGENCY BANDUNG CITY

(Case Study of Advertisement License Service)

The implementation of licensing services is one manifestation of the state apparatus functions as public servants and civil servants. But in practice there are constraints that arise in the implementation of licensing services. The constraints of society who do not register the activities of a commercial character sort of billboard operation, due to the implementation of licensing services tend to be cumbersome and require a long time.

The theory used in this study is total quality service proposed by Fandy Tjiptono. According Fandy Tjiptono to know the quality of service can be done through the four factors include strategy, systems, human resources, and overall objectives

The method used in this research is descriptive research method with qualitative approaches. Techniques for the determination of informants using purposive sampling technique apparatus, and to the community using accidental sampling technique. Data collection techniques in the study include non-participant observation, interviews, and documentation study.

The results showed that the licensing service organization of billboards through bandung one stop service in the Integrated Licensing Services Agency of Bandung has been going well. This can be seen from the strategies, systems, human resources, and the overall goal of licensing services provided by the apparatus to the public carried out in accordance with Standard Operating Procedure (SOP) applies include the procedures, terms, time and licensing costs.