

## INFLUENCE OF LICENSING SERVICE QUALITY OF COMMUNITY SATISFACTION IN DPMPST MALAKA DISTRICT

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### ABSTRACT

This research was conducted with the aim of analyzing factors tangibles, reliability, responsiveness, assurance, empathy to the extent of determining or associating with community satisfaction in the Investment & PTSP Office of Malacca Regency and knowing the most dominant factors influencing community satisfaction in PTSP Malacca Regency. This study uses a population of 25 entrepreneurs. This research method uses a quantitative approach. This study uses simple and multiple linear regression analysis techniques, followed by validity, reliability and coefficient of determination (R<sup>2</sup>) tests. The results of this study indicate that the variables Tangibles, Reliability, Responsiveness, Assurance, and Empathy have a positive and significant effect on community satisfaction. The variable which has the most dominant influence on community satisfaction is the variable is an empathy variable of 0.875.

*Keywords: tangibles, reliability, responsiveness, assurance, empathy and community satisfaction.*

### INTRODUCTION

#### 1. Background

Quality service is the key to success in various business or service activities. The role will be greater and determine if in service activities there are challenges that must be taken seriously by providing services and welfare to the community by promoting aspects of democracy, justice, and equity and the certainty of trying to match the spirit of autonomy through a one-stop service system (One Stop) Service), with the hope of being able and having a competitive advantage or convenience in providing licensing services. That the Department of Investment and Integrated Services of One Gate of Malacca Regency in building trust in the public for public services conducted by public organizers, competition in business is not only in terms of quality and quantity but in terms of services. It is precisely in this last case that competition is more exciting with the introduction of a new service system that is fast, easy and satisfying. With the existence of such competition has a positive impact on the organization or company, is they compete in the implementation of services through

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