

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh profesionalisme pegawai dan *Standard Operating Procedure* terhadap kepuasan masyarakat dengan kualitas pelayanan sebagai *variable intervening*. Populasi penelitian yaitu semua masyarakat Kabupaten Banyuwangi. Penentuan sampel menggunakan rumus Slovin yaitu 97 responden. Pada penelitian ini menggunakan metode penelitian deskriptif dan kuantitatif dan Pengujian hipotesis dilakukan dengan pengujian Variance-based SEM atau Partial Least Square (SEM-PLS) dengan program WarpPLS 7.0. Hasil penelitian menunjukkan Profesionalisme pegawai dan *Standard Operating Procedure* (SOP) berpengaruh positif dan signifikan terhadap kualitas pelayanan perizinan UMK di Mall Pelayanan Publik Kabupaten Banyuwangi. Profesionalisme pegawai, *Standard Operating Procedure* (SOP) dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan masyarakat terkait perizinan UMK di Mall Pelayanan Publik Kabupaten Banyuwangi. Profesionalisme pegawai, berpengaruh positif dan signifikan terhadap kepuasan masyarakat melalui kualitas pelayanan. Dengan nilai pengaruh tidak langsungnya lebih kecil dari pada pengaruh langsungnya. *Standard Operating Procedure* (SOP), berpengaruh positif dan signifikan terhadap kepuasan masyarakat melalui kualitas pelayanan. Dengan nilai pengaruh tidak langsungnya lebih kecil dari pada pengaruh langsungnya.

Kata Kunci : Profesionalisme Pegawai, *Standard Operating Procedure* (SOP), Kualitas Pelayanan, Kepuasan Masyarakat.

ABSTRACT

This study aims to analyze the effect of employee professionalism and Standard Operating Procedure on community satisfaction with service quality as an intervening variable. The research population is all people of Banyuwangi Regency. Determination of the sample using the Slovin formula, namely 97 respondents. This research uses descriptive and quantitative research methods and the proposed test is SEM based on Variance or Partial Least Square (SEM-PLS) with the WarpPLS 7.0 program. The results showed that employee professionalism and Standard Operating Procedure (SOP) had a positive and significant effect on the quality of MSE licensing services at the Banyuwangi Regency Public Service Mall. Employee professionalism, Standard Operating Procedure (SOP) and service quality have a positive and significant impact on community satisfaction related to UMK licensing at the Banyuwangi Regency Public Service Mall. Employee professionalism has a positive and significant effect on community satisfaction through service quality. With the value of the indirect effect is smaller than the direct effect. Standard Operating Procedure (SOP), has a positive and significant effect on community satisfaction through service quality. With the value of the indirect effect is smaller than the direct effect.

Keywords: Employee Professionalism, Standard Operating Procedure (SOP), Service Quality, Community Satisfaction.

