

ABSTRACT

Chasanah, Chuswatun, 2014. Thesis. Title: *"Implementation Business Process Re-engineering (BPR) in Order to Improve the Quality of Public Services at Kantor Pelayanan Perbendaharaan Negara (KPPN) Malang)"*

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Quality of service is one of the aspects in the creation of competitive strategies that have significant contributions. It is no wonder if along various demands of consumers against an agency, to be able to improve the quality of service not a few instances of government that bold changes radically as a form of giving maximum services to its customers. It is also done as a manifestation of Poor KPPN to improve the quality of service to the working unit (satker). Business Process Re-engineering (BPR) is not only aims to improve the quality of service provided to customers, but also to improve the management of the company, the meningkatkan company profits, or lifting the back of damaged corporate image.

The purpose of this research is to study kppn re-engineering done by calamity and knew about the impacts generated from Malang and re-engineering for internal KPPN satker served. On this research using research descriptive, qualitative paradigm while data obtained by doing research interview observation, and observation documents.

The results showed that the unfortunate KPPN reengineering does give good results for the satker nor internal KPPN Malang. Such repairs servicing model which is manually after re-engineering become more practical, good for the satker and Unfortunate KPPN. Data storage systems are centralized, originally did not turn out to be centralized, and thus was not originally from the SOP in writing after the re-engineering SOP is entered properly. Similarly, on the impact that accompanies the implementation of re-engineering, although there are some negative effects of perceived satker, but overall the satker and intern KPPN feel the positive impact of the implementation of the re-engineering