**MODEL KARAKTERISTIK PELAYANAN UNTUK MEWUJUDKAN PELAYANAN PRIMA DI DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU KABUPATEN CIAMIS**

**WASDI**

***ABSTRACT***

*This study entitled: “Service Characteristic Model on a Prima Service Realization at Investment and One-stop Integrated Service Department (DPMPTSP) of Ciamis Regency”. The background of this study was the low service of licences caused by the less effective service dimension, so the licencing service was in the red zone. The object of this study was the implementation of licencing service in DPMPTSP. The research method used was qualitative approach with an observational case study method. The data were obtained from the primary and secondary data. The primary data were collected through observation, interview, observation of informant behaviour and Focus Group Discussion. Moreover, the secondary data were collected from various documents, journals, scientific papers, etc. From 10 dimensions proposed by Gaspersz, 8 dimensions of the prima service model at DPMPTSP were low; they were the dimensions of timeless, service accuracy, responsibility, completeness, easiness, model variation, personal service, and comfortability. Only the dimensions of politeness and frinedliness were considered sufficient. While,the dimensions of supporting attributes were considered suffcient by the informants although the facts in the field had not been adequate. Research finding showed : (1) There was another dimension bayond 10 dimensions stated by Gaspersz, namely applicant’s participation; (2) The prima service in the Investment and One Stop Integrated Service Department of Ciamis Regency needed the development of model variation, from offline to semi online; (3) There were the factors inhibiting the prima service, such as the quality and quantity of human resources and the burden of local revenue target.*

***Keywords: service characteristic, prima service model***