**MODEL KUALITAS PELAYANAN PUBLIK**

**BERBASIS BUSINESS PROCESS REENGINEERING**

**DI PT POS INDONESIA**

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# *ABSTRACT*

*PT Pos Indonesia is a public company in the form of a BUMN that has a fairly important and strategic role in national development, especially as a means of communication and information that supports economic activities, national unity and integrity, educates the nation's life, and improves relations between nations. In its activities, it must provide good service to users of public services to meet the needs and expectations of the public. To improve the quality of services based on business process reengineering, PT Pos Indonesia provides services through various digital platforms, so that service users get convenience and facilities for mobile transaction services that can be accessed anytime and anywhere.*

*This study aims to analyze the quality of public services based on business process reengineering carried out by PT Pos Indonesia, find out what factors have caused the ineffectiveness of public services based on business process reengineering carried out by PT Pos Indonesia, and produce a process-based public service quality model. PT Pos Indonesia is conducting a reengineering business.*

*The approach method used is a combination method or mixed method with concurrent embeddedness (unbalanced mixture), which combines qualitative and quantitative research methods in an unbalanced manner.*

*The results showed that the service quality of PT Pos Indonesia based on business process reengineering was at an average score of 3.57 and in the good category, with the Tangible dimension having an average score of 3.45, the Reliability dimension obtained an average score of 3.42, the Responsiveness dimension obtained an average score of 3.73, the Assurance dimension obtained an average score of 3.68, and the Empathy dimension obtained an average score of 3.57. The factors that hinder services based on business process reengineering are human resource factors that are not fully understood regarding business process reengineering. Lack of intervention and leadership support through strong leadership and commitment so that business process reengineering programs are less accessible and implemented properly, technology and the internal and external environment have not been supported. PT Pos Indonesia's human resources, structure, technology, and organizational environment must be based on and developed by PT Pos Indonesia to support the improvement of public business process reengineering.*

*Keyword: Service; Service Quality; Business Process Reengineering,*

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