

ABSTRACT

This Study aims to analyze and explain the five dimension of service quality disturbances business license in the province of Gorontalo. This results showed: (1) tangible, the availability of infrastructure support, (2) reliability; the ability of the apparatus is limited to administrative activities. As for the field of technical capabilities such as setting fees is less than optimal, (3) Responsiveness, still lack the responsiveness of officials responding to the needs of the applicants for business interruption caused by a lack of the resource; power apparatus that has the technical capability, (4) Assurance, of officers can give confidence to the public are in accordance with established procedures. However, in providing service officers are still there to be less polite, (5) empathy, the officer can provide information service procedures, tolerance in providing a solution for problems that can hinder the process of service