

ABSTRAK

FAUZAN, NPM : 2022124, Judul “ KUALITAS PELAYANAN PUBLIK PADA KANTOR DESA TAMBALANGAN KECAMATAN AMUNTAI TENGAH KABUPATEN HULU SUNGAI UTARA” dibawah bimbingan Bapak **Djayeng Turano Gunade,S.Sos** sebagai Pembimbing I dan Bapak **Akhamd Berkatillah,S.Sos.,MA** sebagai Pembimbing II

Penelitian ini dilatar belakangi oleh masih adanya permasalahan dalam penyelenggaraan pelayanan publik di Kantor Desa Tambalangan Kecamatan Amuntai Tengah Kabupaten Hulu Sungai Utara, yaitu keterbatasan sarana pendukung, kemampuan aparatur yang belum optimal, serta pelayanan administrasi yang belum sepenuhnya cepat dan tepat waktu. Penelitian ini bertujuan untuk mengetahui kualitas pelayanan publik serta faktor-faktor yang mempengaruhinya. Teori yang digunakan adalah teori kualitas pelayanan Zeithaml, Parasuraman, dan Berry dalam Harbani Pasalong (2019:155), yang meliputi dimensi Tangibles, Reliability, Responsiveness, Assurance, dan Empathy.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Informan penelitian berjumlah 12 orang yang dipilih menggunakan teknik *purposive sampling*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis data menggunakan reduksi data, penyajian data, penarikan kesimpulan, dan verifikasi, sedangkan uji kredibilitas dilakukan melalui perpanjangan pengamatan, meningkatkan ketekunan, triangulasi, penggunaan bahan referensi, analisis kasus negatif, dan *member check*.

Hasil penelitian menunjukkan bahwa kualitas pelayanan publik pada Kantor Desa Tambalangan tergolong cukup baik. Indikator yang baik meliputi Perhatian terhadap Masyarakat karena aparatur peduli terhadap kebutuhan masyarakat serta Sikap Tegas Pegawai karena pelayanan diberikan sesuai prosedur. Indikator yang cukup baik meliputi Prasarana karena fasilitas masih dapat digunakan, Tempat Informasi karena informasi pelayanan tersedia, Komputerisasi Administrasi karena pelayanan telah memanfaatkan komputer, Kehandalan Pelayanan karena pelayanan dilaksanakan sesuai prosedur, Kesanggupan Membantu karena aparatur bersedia melayani masyarakat, Tanggap terhadap Keinginan Masyarakat karena aparatur memberikan respons yang baik, Kecermatan Pegawai karena cukup teliti dalam memeriksa persyaratan, Keramahan Pegawai karena memberikan pelayanan yang ramah, dan Sopan Santun Pegawai karena bersikap sopan kepada masyarakat. Adapun indikator yang kurang baik yaitu Sarana karena fasilitas belum memadai, Kemampuan Pelayanan karena kompetensi aparatur belum optimal, Pelayanan Secara Cepat karena waktu penyelesaian masih relatif lama, dan Pelayanan Secara Tepat karena masih terjadi kesalahan administrasi. Faktor pendukung penelitian ini adalah kepedulian perangkat desa serta dukungan prasarana dan sistem pelayanan. Adapun faktor penghambatnya yaitu keterbatasan fasilitas kantor, keterbatasan kompetensi aparatur.

Saran ditujukan kepada Kepala Desa Tambalangan agar meningkatkan kompetensi aparatur, melengkapi sarana, serta melakukan evaluasi pelayanan secara berkala. Aparatur desa diharapkan meningkatkan ketelitian, kecepatan, dan ketepatan pelayanan serta tetap mempertahankan sikap peduli, ramah, sopan, dan tegas dalam melayani masyarakat.

ABSTRACT

FAUZAN, NPM: 2022124, Title "PUBLIC SERVICE QUALITY AT THE TAMBALANGAN VILLAGE OFFICE, AMUNTAI TENGAH DISTRICT, HULU SUNGAI UTARA REGENCY", under the supervision of Mr. Djayeng Turano Gunade, S.Sos. as Supervisor I and Mr. Akhamd Berkatillah, S.Sos., M.A. as Supervisor II.

This study was motivated by several problems in the implementation of public services at the Tambalangan Village Office, Amuntai Tengah District, Hulu Sungai Utara Regency, including inadequate supporting facilities, the limited competence of village officials in providing administrative services, and services that have not been delivered promptly and accurately. This study aimed to analyze the quality of public services and identify the factors affecting public service quality at the Tambalangan Village Office. The study employed the public service quality theory proposed by Zeithaml, Parasuraman, and Berry, as cited in Harbani Pasolong (2019:155), which consists of five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

This study employed a qualitative approach with a descriptive research design. The research involved 12 informants selected through purposive sampling. Data were collected through observation, interviews, and documentation. The data were analyzed using data reduction, data display, conclusion drawing, and verification. Data credibility was ensured through prolonged engagement, persistent observation, triangulation, the use of reference materials, negative case analysis, and member checking.

The findings indicate that the quality of public services at the Tambalangan Village Office is fairly good. The indicators categorized as good are attention to the community, because village officials demonstrate concern for community needs, and employees' firmness, because services are delivered in accordance with established procedures. Indicators categorized as fairly good include infrastructure, service information, administrative computerization, service reliability, willingness to assist, responsiveness to community needs, employee accuracy, friendliness, and courtesy, as these aspects have been implemented adequately despite requiring further improvement. Meanwhile, the indicators categorized as less satisfactory are service facilities, employees' service capability, service timeliness, and service accuracy, due to inadequate facilities, limited staff competence, and delays in service completion. Supporting factors include the commitment of village officials and the availability of supporting infrastructure and service systems. The inhibiting factors limited office facilities, limited staff competence.

It is recommended that the Head of Tambalangan Village improve the competence of village officials, provide adequate service facilities, and conduct regular evaluations of public services. Village officials are also encouraged to improve their accuracy, timeliness, and professionalism while maintaining a caring, friendly, courteous, and firm attitude in serving the community.