

ABSTRAK

Muhammad Ryan Hidayat, NPM : 2022538, Judul “KUALITAS PELAYANAN PEMBUATAN (KARTU KELUARGA) DI DINAS KEPENDUDUKAN DAN PENCATATAN SIPIL KABUPATEN BALANGAN” dibawah bimbingan Bapak Djayeng Turano Gunade, S.Sos., M.AP. sebagai Pembimbing I dan Bapak Fakhri, S.Sos., M.AP. sebagai Pembimbing II

Pelayanan publik berkualitas merupakan kewajiban negara, namun pelaksanaannya di Disdukcapil Balangan belum optimal. Fenomena masalah meliputi ketidakpastian waktu layanan Kartu Keluarga (KK), kesalahan input data akibat ketidakteklian petugas, serta rendahnya daya tanggap karena keterbatasan personil dibandingkan antrean. Penelitian ini bertujuan menganalisis kualitas pelayanan pembuatan KK berdasarkan persepsi masyarakat serta mengidentifikasi faktor-faktor yang mempengaruhinya.

Penelitian ini menerapkan pendekatan kualitatif deskriptif. Sumber data ditentukan melalui teknik *snowball sampling* yang melibatkan 11 informan. Pengumpulan data dilakukan melwawancara, observasi, dan dokumentasi. Analisis data melalui kondensasi, penyajian, dan penarikan kesimpulan. Adapun keabsahan data diuji menggunakan teknik triangulasi, perpanjangan keikutsertaan, ketekunan pengamatan, serta member check.

Berdasarkan hasil penelitian mengenai Kualitas Pelayanan Pembuatan (Kartu keluarga) di Dinas Kependudukan dan Pencatatan Sipil Kabupaten Balangan cukup baik. Pertama, pada dimensi Tangibles (Bukti Fisik), kualitas pelayanan dinilai cukup baik berkat fasilitas penunjang seperti AC, ruang laktasi, dan area bermain anak yang memadai, serta dukungan perangkat komputer dan sistem SIAK yang modern. Namun, kapasitas ruang tunggu yang terbatas menjadi catatan evaluasi karena tidak mampu menampung volume pengunjung yang tinggi. Kedua, dimensi Reliability (Keandalan) dan Responsiveness (Daya Tanggap) dinilai kurang baik. Ketidakpastian waktu layanan sering terjadi akibat gangguan jaringan internet dan tingginya tingkat human error petugas yang kelelahan. Selain itu, pelayanan dinilai lambat dan informasi persyaratan sering tidak tuntas, yang disebabkan oleh minimnya jumlah petugas front office dibandingkan beban kerja yang ada. Ketiga, dimensi Assurance (Jaminan) menunjukkan kesenjangan kualitas. Meskipun keramahan dan sopan santun petugas dinilai sangat baik dan humanis, jaminan ketepatan waktu layanan sering gagal terpenuhi, bahkan layanan daring cenderung lebih lambat akibat kendala teknis. Keempat, dimensi Empathy (Empati) memiliki hasil kontradiktif. Pelayanan bagi penyandang disabilitas sangat memuaskan dengan adanya bantuan personal, namun prinsip keadilan tercoreng oleh temuan praktik “titip berkas” yang melanggar prosedur antrean resmi. Adapun faktor-faktor yang mempengaruhi kualitas pelayanan yaitu faktor penghambat berupa keterbatasan SDM dan instabilitas jaringan internet yang menghambat sistem tanda tangan elektronik. Sebaliknya, faktor pendukung utama adalah ketersediaan anggaran fasilitas fisik yang baik serta pengawasan aktif pimpinan dalam menjaga budaya pelayanan yang ramah.

Untuk meningkatkan kualitas pelayanan disarankan Disdukcapil Balangan untuk memprioritaskan stabilisasi jaringan internet guna menjamin kepastian waktu layanan. Perlu dilakukan penambahan personel pelayanan berdasarkan analisis beban kerja untuk mengurai antrean dan meminimalkan kesalahan input data. Selain itu, pengawasan harus diperketat demi menghapus praktik non-prosedural dan menjamin keadilan layanan. Terakhir, sosialisasi persyaratan melalui media informasi di ruang tunggu perlu dioptimalkan agar proses pelayanan berjalan lebih efisien.

ABSTRACT

Muhammad Ryan Hidayat, Student ID: 2022538, Title: “SERVICE QUALITY OF FAMILY CARD (*KARTU KELUARGA*) ISSUANCE AT THE DEPARTMENT OF POPULATION AND CIVIL REGISTRATION OF BALANGAN REGENCY,” supervised by Mr. Djayeng Turano Gunade, S.Sos., M.AP. as the First Advisor and Mr. Fakhri, S.Sos., M.AP. as the Second Advisor.

High-quality public service is a state obligation; however, its implementation at the Department of Population and Civil Registration (*Disdukcapil*) of Balangan Regency remains suboptimal. Observed phenomena include uncertainty regarding Family Card processing times, data entry errors caused by staff negligence, and low responsiveness due to personnel shortages relative to queue volume. This study aims to analyze the service quality of Family Card issuance based on public perception and to identify the influencing factors.

This research employs a descriptive qualitative approach. Data sources were determined using the *snowball sampling* technique involving 11 informants. Data collection was conducted through interviews, observation, and documentation. Data analysis was performed through data condensation, data display, and conclusion drawing. Data validity was tested using triangulation, prolonged engagement, persistent observation, and member checking.

The results indicate that the service quality of Family Card issuance at the *Disdukcapil* of Balangan Regency is generally considered good. First, regarding the *Tangibles* dimension, service quality is rated as adequate due to supporting facilities such as air conditioning, lactation rooms, and sufficient children's play areas, alongside modern computer equipment and SIAK system support. However, the limited capacity of the waiting room remains an area for evaluation as it cannot accommodate the high volume of visitors. Second, the dimensions of *Reliability* and *Responsiveness* are considered inadequate. Uncertainty in service time often occurs due to internet network disruptions and a high rate of human error by fatigued staff. Furthermore, service is perceived as slow, and information regarding requirements is often incomplete, attributed to the minimal number of front-office staff relative to the existing workload. Third, the *Assurance* dimension shows a quality gap. Although staff friendliness and courtesy are rated as excellent and humanistic, the guarantee of timely service is frequently unmet, with online services tending to be slower due to technical constraints. Fourth, the *Empathy* dimension yields contradictory results. While services for persons with disabilities are highly satisfactory due to personal assistance, the principle of fairness is compromised by findings of “file entrustment” practices that violate official queuing procedures. The factors influencing service quality include inhibiting factors such as human resource limitations and internet network instability, which hinders the electronic signature system. Conversely, the primary supporting factors are the availability of a sufficient budget for physical facilities and active supervision by leadership in maintaining a friendly service culture.

To improve service quality, it is recommended that the Balangan *Disdukcapil* prioritize internet network stabilization to ensure service time certainty. Additional service personnel should be recruited based on workload analysis to alleviate queues and minimize data entry errors. Furthermore, supervision must be tightened to eliminate non-procedural practices and ensure service fairness. Finally, the dissemination of requirements through information media in the waiting room needs to be optimized to ensure a more efficient service process.