

ABSTRAK

DEWI NUR KHOLIFAH, NPM: 2022121, Judul " KUALITAS PELAYANAN ADMINISTRASI PADA KANTOR KELURAHAN BANGKUANG KECAMATAN KARAU KUALA KABUPATEN BARITO SELATAN ". Di bawah bimbingan Ibu **Ni Made Musiyani Anjasmari, M.AP.** sebagai Pembimbing I dan Bapak **Ahmad Baihaqi, S.Sos., M.A.** sebagai Pembimbing II.

Kualitas pelayanan administrasi merupakan salah satu faktor penting dalam mewujudkan pelayanan publik yang efektif, efisien, dan mampu memenuhi kebutuhan masyarakat. Namun, dalam pelaksanaannya masih ditemukan berbagai permasalahan, seperti keterlambatan penyelesaian pelayanan, kurangnya informasi mengenai persyaratan dan prosedur pelayanan, masih adanya ketimpangan dalam pemberian pelayanan, serta keterbatasan sarana dan prasarana pendukung. Penelitian ini bertujuan untuk mengetahui, faktor-faktor yang mempengaruhi kualitas pelayanan administrasi, serta upaya yang dapat dilakukan untuk meningkatkan kualitas pelayanan tersebut.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi terhadap 12 informan yang dipilih secara purposive sampling. Analisis data menggunakan analisis domain, taksonomi, komponensial, dan tema kultural. Keabsahan data diuji melalui triangulasi dan membercheck.

Hasil penelitian menunjukkan bahwa kualitas pelayanan administrasi pada Kantor Kelurahan Bangkuang tergolong cukup baik. Pada dimensi keandalan (*reliability*) pelayanan telah dilaksanakan sesuai prosedur, namun ketepatan waktu penyelesaian pelayanan masih belum konsisten sehingga masih ditemukan keterlambatan. Dimensi daya tanggap (*responsiveness*) tergolong cukup baik karena pegawai berupaya membantu masyarakat, meskipun kecepatan pelayanan dan penyampaian informasi masih perlu ditingkatkan. Dimensi jaminan (*assurance*) menunjukkan pelayanan yang sopan dan memberikan rasa aman kepada masyarakat, tetapi kepastian waktu pelayanan masih perlu ditingkatkan. Dimensi empati (*empathy*) tergolong cukup baik karena pegawai telah bersikap ramah dan memberikan perhatian kepada masyarakat. Sementara itu, dimensi bukti fisik (*tangible*) tergolong kurang baik karena keterbatasan fasilitas, seperti komputer, kursi tunggu, dan media informasi pelayanan, sehingga bukti fisik pelayanan belum optimal meskipun petugas telah menunjukkan kesiapan.

Faktor yang mempengaruhi kualitas pelayanan terdiri atas faktor penghambat, yaitu keterbatasan prosedur informasi pelayanan, fasilitas yang belum memadai, dan daya tanggap pegawai yang masih kurang baik, sedangkan faktor pendukung meliputi koordinasi dan kerja sama antarpegawai serta kedisiplinan pegawai dalam memberikan pelayanan. Oleh karena itu, disarankan agar pihak Kelurahan menyediakan media informasi pelayanan, meningkatkan sarana dan prasarana pelayanan, serta meningkatkan daya tanggap pegawai agar pelayanan administrasi menjadi lebih efektif, efisien, dan berkualitas.

ABSTRACT

DEWI NUR KHOLIFAH, Student ID: 2022121, entitled "The Quality of Administrative Services at the Bangkuang Village Office, Karau Kuala District, Barito Selatan Regency." Supervised by **Ni Made Musiyani Anjasmari, M.AP.** as the First Supervisor and **Ahmad Baihaqi, S.Sos., M.A.** as the Second Supervisor.

The quality of administrative services is one of the important factors in realizing public services that are effective, efficient, and able to meet the needs of the community. However, in its implementation, various problems are still found, such as delays in service completion, lack of information regarding service requirements and procedures, disparities in service delivery, and limited supporting facilities and infrastructure. This study aims to determine the factors affecting the quality of administrative services, as well as the efforts that can be made to improve the quality of these services.

This study employed a descriptive qualitative approach. Data were collected through observation, interviews, and documentation involving 12 informants selected using purposive sampling. Data were analyzed using domain, taxonomic, componential, and cultural theme analyses. Data validity was tested through triangulation and member checking.

The results of the study indicate that the quality of administrative services at the Bangkuang Village Office is categorized as fairly good. In the reliability dimension, services have been carried out in accordance with established procedures; however, the timeliness of service completion is still inconsistent, resulting in delays. The responsiveness dimension is categorized as fairly good because employees strive to assist the community, although the speed of service and the delivery of information still need improvement. The assurance dimension shows that services are delivered politely and provide a sense of security to the community, but certainty regarding service completion time still needs to be improved. The empathy dimension is categorized as fairly good because employees are friendly and attentive to the community. Meanwhile, the tangible dimension is categorized as poor due to limited facilities, such as computers, waiting chairs, and service information media, so the physical evidence of the service has not been optimal even though the staff have demonstrated readiness.

The factors affecting service quality include limited service information procedures, inadequate facilities, and low employee responsiveness as inhibiting factors, while coordination, cooperation, and employee discipline serve as supporting factors. Therefore, improving service facilities, information media, and employee responsiveness is recommended to enhance the quality of administrative services.