

ABSTRAK

YULINA ERLIYANTI, NPM : 2022335, Judul “KUALITAS PELAYANAN PUBLIK PANGKALAN GAS ELPIJI 3 KG (PERSPEKTIF DAN HARAPAN MASYARAKAT KELURAHAN BANYU TAJUN PANGKALAN)” dibawah bimbingan **Bapak H. Yusran Fahmi, S.IP., M.AP.** sebagai Pembimbing I dan **Ibu Latifah, S.Sos., M.AP.** sebagai Pembimbing II.

LPG 3 kg merupakan komoditas vital bersubsidi yang distribusinya adalah bentuk pelayanan publik. Namun, di Kelurahan Banyu Tajun Pangkalan, terjadi fenomena ketidakpastian stok, antrean panjang, dan minimnya fasilitas pangkalan yang menyulitkan akses warga. Penelitian ini bertujuan menganalisis kualitas pelayanan publik pangkalan tersebut berdasarkan persepsi dan harapan masyarakat, serta mengevaluasi kesesuaiannya dengan standar pelayanan ideal guna merumuskan perbaikan tata kelola distribusi yang lebih tepat sasaran.

Penelitian deskriptif kualitatif ini menggunakan sumber data primer dan sekunder dari melalui teknik purposive sampling berjumlah 12 informan. Teknik pengumpulan data meliputi observasi, wawancara mendalam, dan dokumentasi. Analisis data dilakukan interaktif melalui reduksi, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji menggunakan triangulasi sumber dan teknik, perpanjangan pengamatan, peningkatan ketekunan serta member check.

Berdasarkan hasil penelitian Kualitas pelayanan di Pangkalan Gas Elpiji 3 Kg Kelurahan Banyu Tajun Pangkalan secara umum dinilai cukup baik dikarenakan : Pertama, Pada dimensi Tangible, aspek kebersihan dan keamanan dinilai baik, namun pelayanan belum maksimal karena tidak tersedianya kursi tunggu dan sempitnya area parkir. Kedua, Dimensi Reliability menunjukkan kepatuhan harga sesuai HET dan konsistensi prosedur yang sangat baik, kendati masih terkendala oleh ketidakpastian ketersediaan stok pada waktu tertentu. Ketiga, Responsiveness, petugas sangat tanggap menangani keluhan tabung rusak, namun kecepatan transaksi melambat saat antrean ramai dan penyebaran informasi masih manual. Keempat, dimensi Assurance menjadi keunggulan utama dengan tingginya transparansi, kejujuran, dan kesopanan petugas. Kelima, dimensi Empathy terlaksana baik melalui pelayanan yang adil tanpa diskriminasi dan penerapan pembatasan pembelian demi pemerataan. Adapun faktor-faktor yang mempengaruhi Kualitas pelayanan di Pangkalan Gas Elpiji 3 Kg Kelurahan Banyu Tajun Pangkalan yaitu, faktor pendukung utama kualitas layanan terletak pada profesionalisme SDM dan kebersihan lingkungan. Sementara itu, faktor penghambat yang menjadi catatan evaluasi adalah keterbatasan sarana prasarana fisik serta instabilitas pasokan gas.

Untuk meningkatkan Kualitas pelayanan di Pangkalan Gas Elpiji 3 Kg Kelurahan Banyu Tajun Pangkalan, disarankan agar pengelola pangkalan segera melengkapi fasilitas penunjang berupa kursi tunggu dan menata area parkir demi kenyamanan pelanggan. Pangkalan juga perlu menyediakan papan informasi jadwal distribusi secara visual agar penyebaran informasi lebih merata. Selain itu, disarankan adanya penambahan personel saat kondisi ramai guna mempercepat transaksi. Terakhir, pihak agen dan pemerintah diharapkan dapat menjamin stabilitas pasokan kuota gas untuk mencegah kekosongan stok di masyarakat.

ABSTRACT

YULINA ERLIYANTI, NPM: 2022335, Title: “PUBLIC SERVICE QUALITY OF THE 3 KG LPG DISTRIBUTION BASE (PERSPECTIVE AND EXPECTATIONS OF THE BANYU TAJUN PANGKALAN URBAN VILLAGE COMMUNITY)” under the guidance of **Mr. H. Yusran Fahmi, S.IP., M.AP.** as First Advisor and **Mrs. Latifah, S.Sos., M.AP.** as Second Advisor.

The 3 kg LPG is a vital subsidized commodity, the distribution of which constitutes a form of public service. However, in Banyu Tajun Pangkalan Urban Village (Kelurahan), issues regarding stock uncertainty, long queues, and inadequate distribution base facilities have hindered residents' access. This study aims to analyze the quality of public services at the distribution base based on community perceptions and expectations, as well as to evaluate its conformity with ideal service standards in order to formulate more targeted improvements in distribution governance.

This descriptive qualitative research utilizes primary and secondary data sources obtained through the purposive sampling of 12 informants. Data collection techniques include observation, in-depth interviews, and documentation. Data analysis was conducted interactively through data reduction, data display, and conclusion drawing. Data validity was tested using source and technique triangulation, prolonged observation, increased persistence, and member checks.

Based on the research results, the service quality at the 3 Kg LPG Gas Station in Banyu Tajun Pangkalan Village is generally considered quite good because : First, regarding the Tangible dimension, aspects of cleanliness and safety were rated well; however, service was not optimal due to the unavailability of waiting chairs and a narrow parking area. Second, the Reliability dimension demonstrated excellent price compliance with the Highest Retail Price (HET) and procedural consistency, although it remains constrained by intermittent stock uncertainty. Third, regarding Responsiveness, officers were highly responsive in handling complaints about damaged cylinders, yet transaction speeds slowed during peak queues, and information dissemination remains manual. Fourth, the Assurance dimension proved to be a primary strength, characterized by high levels of transparency, honesty, and staff politeness. Fifth, the Empathy dimension was well-implemented through fair, non-discriminatory service and the enforcement of purchase limits to ensure equitable distribution. Regarding the factors influencing service quality at the Toko Suhaimi distribution base, the primary supporting factors lie in human resource professionalism and environmental cleanliness. Conversely, the inhibiting factors identified for evaluation include limited physical infrastructure and gas supply instability.

To improve service quality at the Toko Suhaimi 3 Kg LPG Gas Station in Banyu Tajun Pangkalan Village, it is recommended that the management immediately equip supporting facilities, such as waiting chairs, and organize the parking area for customer comfort. The base also needs to provide a visual distribution schedule board to ensure more equitable information dissemination. Furthermore, adding personnel during peak hours is suggested to accelerate transactions. Finally, agents and the government are expected to guarantee the stability of the gas quota supply to prevent stock shortages in the community.