

ABSTRAK

MUKARRAMAH, NPM: 2022089, Judul “KUALITAS PELAYANAN PUBLIK PADA KANTOR KECAMATAN SUNGAI PANDAN KABUPATEN HULU SUNGAI UTARA”. Dibimbing oleh ibu **Hj. Saidah Hasbiyah, S. Sos, M.AP** sebagai Pembimbing I dan ibu **Nida Urahmah, M.Pd** sebagai Pembimbing II.

Pelayanan publik merupakan kewajiban pemerintah untuk memenuhi kebutuhan administrasi masyarakat sesuai peraturan. Namun, fenomena di Kantor Kecamatan Sungai Pandan menunjukkan kualitas pelayanan belum optimal, ditandai pegawai sering tidak berada di tempat, perbedaan informasi persyaratan, dan keterlambatan penyelesaian dokumen. Kondisi ini menimbulkan ketidakpuasan masyarakat. Oleh karena itu, penelitian ini bertujuan untuk mengetahui kualitas pelayanan publik pada kantor Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara dan faktor-faktor yang mempengaruhi kualitas pelayanan publik pada kantor Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara.

Penelitian ini menggunakan metode penelitian kualitatif dengan tipe penelitian deskriptif kualitatif. Sumber data diambil melalui penarikan informan dengan teknik *purposive sampling* berjumlah 10 orang. Pengumpulan data dilakukan dengan observasi, wawancara, dan dokumentasi. Teknik analisa data meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Uji kredibilitas data yaitu dilakukan dengan cara perpanjangan pengamatan, peningkatan ketekunan, penggunaan bahan referensi, dan *membercheck*.

Hasil penelitian menunjukkan bahwa kualitas pelayanan publik di Kantor Kecamatan Sungai Pandan cukup baik. Indikator penampilan pegawai baik, indikator kecepatan petugas dalam merespon permintaan layanan masyarakat cukup baik, indikator kemampuan pegawai memberikan informasi yang jelas dan dapat dipercaya cukup baik, indikator kemampuan pegawai menjelaskan prosedur pelayanan dengan bahasa sederhana yang mudah dipahami oleh masyarakat cukup baik, indikator kepedulian pegawai terhadap kebutuhan dan kesulitan masyarakat cukup baik, dan indikator fasilitas fisik ruangan cukup baik. Namun demikian, indikator kepastian waktu penyelesaian kurang baik, indikator ketersediaan pegawai di tempat selama jam kerja kurang baik, indikator kesigapan petugas membantu masyarakat saat terjadi kendala pelayanan kurang baik, serta indikator koordinasi antar pegawai dalam pelayanan kurang baik. Faktor penghambat yang mempengaruhi kualitas pelayanan publik pada kantor kecamatan sungai pandan adalah waktu penyelesaian layanan yang tidak menentu, ketidakdisiplinan pegawai pelayanan dan belum adanya sop yang terpajang.

Untuk meningkatkan kualitas pelayanan publik disarankan agar Camat Sungai Pandan meningkatkan pengawasan dan pembinaan pegawai secara berkala, memastikan ketersediaan dan keterbukaan SOP di area pelayanan, menyediakan media pengaduan masyarakat, serta mendorong penerapan inovasi seperti tanda tangan digital atau barcode untuk mempercepat proses pelayanan. Pegawai diharapkan meningkatkan kedisiplinan dan kesigapan dalam melayani masyarakat serta memperkuat koordinasi internal. Masyarakat juga diharapkan berpartisipasi aktif dalam memberikan masukan secara konstruktif guna mendukung terwujudnya pelayanan publik yang transparan, responsif, dan berkelanjutan.

ABSTRACT

Mukarramah, Student ID: 2022089. Thesis entitled “**Public Service Quality at the Sungai Pandan District Office, Hulu Sungai Utara Regency.**” Supervised by **Hj. Saidah Hasbiyah, S.Sos., M.AP** as Supervisor I and **Nida Urahmah, M.Pd** as Supervisor II.

Public service is the government's obligation to meet the administrative needs of the community in accordance with regulations. However, the phenomenon at the Sungai Pandan Subdistrict Office shows that the quality of service is not yet optimal, as indicated by employees often not being present at their workplace, differences in information regarding requirements, and delays in document completion. This condition causes public dissatisfaction. Therefore, this study aims to determine the quality of public services at the Sungai Pandan Subdistrict Office, Hulu Sungai Utara Regency, and the factors that influence the quality of public services at the Sungai Pandan Subdistrict Office, Hulu Sungai Utara Regency.

This study employs a qualitative research method with a descriptive qualitative research design. Data sources were obtained by selecting informants using a purposive sampling technique, involving a total of 10 informants. Data were collected through observation, interviews, and documentation. Data analysis techniques include data reduction, data presentation, and conclusion drawing. Data credibility was ensured through prolonged observation, increased persistence, the use of reference materials, and member checking.

The results of the study indicate that the quality of public services at the Sungai Pandan Sub-District Office is generally considered to be quite good. The indicator of employee appearance is classified as good; the indicator of the speed of officers in responding to community service requests is quite good; the indicator of employees' ability to provide clear and reliable information is quite good; the indicator of employees' ability to explain service procedures using simple and easily understood language is quite good; the indicator of employees' concern for the needs and difficulties of the community is quite good; and the indicator of physical service facilities is quite good. However, the indicator of certainty of service completion time is considered poor; the indicator of the availability of officers at the workplace during working hours is poor; the indicator of officers' responsiveness in assisting the community when service problems occur is poor; and the indicator of coordination among officers in service delivery is also poor. Factors inhibiting the quality of public services at the Sungai Pandan Sub-District Office include uncertain service completion times, lack of discipline among service officers, and the absence of posted standard operating procedures (SOPs).

To improve public service quality, it is recommended that the Head of Sungai Pandan Subdistrict strengthen supervision and regular employee development, ensure the availability and transparency of Standard Operating Procedures (SOPs), provide accessible complaint mechanisms, and promote innovations such as digital signatures or barcode-based authorization to expedite services. Employees are expected to enhance their discipline, responsiveness, and internal coordination, while the community is encouraged to provide constructive feedback to support transparent, responsive, and sustainable public services.