

## ABSTRAK

FATMAH. NPM : 2022404. Judul **“KUALITAS PELAYANAN ADMINISTRASI PEMERINTAHAN PADA BIDANG UMUM DI KANTOR DESA KAYAKAH KECAMATAN AMUNTAI SELATAN KABUPATEN HULU SUNGAI UTARA”**. Dibawah bimbingan **Ibu Ni Made Musiyani Anjasmari, M.AP** sebagai Pembimbing I dan **Ibu Ratna Sari, S.Sos., M.A** sebagai Dosen Pembimbing II.

Pelayanan administrasi pemerintahan desa merupakan ujung tombak pelayanan publik yang bertujuan untuk memenuhi kebutuhan masyarakat secara prima. Namun, pada Kantor Desa Kayakah ditemukan 4 fenomena masalah yaitu: (1) Petugas sering terlambat datang ke kantor desa sehingga masyarakat harus menunggu lama; (2) Kurangnya informasi kepada masyarakat mengenai persyaratan dan prosedur pelayanan karena belum tersedianya media informasi seperti papan pengumuman atau panduan tertulis; (3) Keterbatasan sarana dan prasarana pelayanan, di mana belum tersedia meja dan kursi tunggu sehingga pelayanan sering dilakukan secara lesehan; dan (4) Belum adanya standar waktu pelayanan yang pasti karena jam operasional kantor belum diterapkan secara konsisten. Tujuan penelitian ini adalah untuk mengetahui kualitas pelayanan administrasi pemerintahan pada bidang umum di Kantor Desa Kayakah dan faktor-faktor yang mempengaruhi kualitas tersebut.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Sumber data diambil melalui penarikan informan secara purposive sampling berjumlah 13 orang. Setelah data terkumpul kemudian dianalisis dengan teknik Reduksi Data, Penyajian Data, dan Penarikan Kesimpulan.

Hasil penelitian menunjukkan bahwa kualitas pelayanan secara keseluruhan dapat disimpulkan cukup baik. Pada dimensi tangibles (berwujud) dinilai kurang baik karena keterbatasan fasilitas fisik dan kerusakan alat kantor. Dimensi reliability (keandalan) dinilai cukup baik pada ketepatan waktu, namun kurang baik pada kejelasan prosedur karena ketiadaan SOP tertulis. Dimensi responsiveness (ketanggapan) dinilai cukup baik dalam membantu urusan warga secara cekatan. Dimensi assurance (jaminan) dinilai cukup baik pada etika petugas namun kurang pada pengawasan pimpinan. Dimensi empathy (empati) dinilai baik karena sikap ramah dan komunikatif petugas. Faktor penghambat yaitu keterbatasan anggaran desa untuk sarana dan prasarana, kurangnya media informasi pelayanan, ketiadaan arahan pimpinan terkait SOP serta lemahnya pengawasan dan ketiadaan sanksi. Faktor pendukung yaitu adanya pelatihan/BIMTEK bagi aparatur desa serta koordinasi dan kerja sama tim yang baik antar perangkat desa.

Guna meningkatkan kualitas pelayanan, maka Pemerintah Desa Kayakah hendaknya segera menyusun dan memajang SOP serta papan informasi pelayanan secara tertulis agar masyarakat mendapatkan kepastian informasi. Perlu adanya pengalokasikan anggaran untuk perbaikan sarana prasarana kantor seperti ruang tunggu dan alat tulis kantor guna menunjang kenyamanan masyarakat. Selain itu, Kepala Desa hendaknya meningkatkan pengawasan melekat terhadap disiplin kerja perangkat desa, serta tetap mempertahankan sikap ramah dan kerja sama tim yang sudah berjalan dengan baik dalam melayani masyarakat.

## ABSTRACT

FATMAH, NPM: 2022404. Title: **"THE QUALITY OF GOVERNMENT ADMINISTRATIVE SERVICES IN THE GENERAL FIELD AT THE KAYAKAH VILLAGE OFFICE, SOUTH AMUNTAI DISTRICT, HULU SUNGAI UTARA REGENCY"**. Under the guidance of **Mrs. Ni Made Musiyani Anjasmari, M.AP** as Supervisor I and **Mrs. Ratna Sari, S.Sos., M.A** as Supervisor II.

Village government administrative services serve as the spearhead of public services aimed at meeting community needs excellently. However, four problematic phenomena were identified at the Kayakah Village Office: (1) Officers frequently arrive late to the office, causing long wait times for the community; (2) Lack of information provided to the public regarding service requirements and procedures due to the unavailability of information media such as notice boards or written guides; (3) Limited service facilities and infrastructure, where the absence of desks and waiting chairs often results in services being conducted on the floor; and (4) The absence of definite service time standards as office operational hours have not been consistently implemented. This study aims to determine the quality of government administrative services in the general field at the Kayakah Village Office and the factors influencing that quality.

This study employs a qualitative approach with a descriptive type. Data collection techniques used include interviews, observation, and documentation. Data sources were obtained through purposive sampling involving 13 informants. Once collected, the data were analyzed using data reduction, data display, and conclusion drawing techniques.

The results indicate that the overall service quality can be concluded as fairly good. In the tangibles dimension, it is rated as poor due to limited physical facilities and damaged office equipment. The reliability dimension is rated as fairly good regarding punctuality, but poor in terms of procedural clarity due to the absence of written SOPs. The responsiveness dimension is rated as fairly good in assisting residents' affairs promptly. The assurance dimension is rated as fairly good regarding officers' ethics but lacks in terms of leadership supervision. The empathy dimension is rated as good due to the friendly and communicative attitude of the officers. Inhibiting factors include limited village budget for facilities and infrastructure, lack of service information media, absence of leadership directives regarding SOPs, as well as weak supervision and the absence of sanctions. Supporting factors include the provision of training/technical guidance for village officials and good coordination and teamwork among village apparatus.

To improve service quality, the Kayakah Village Government should immediately formulate and display written SOPs and service information boards to provide information certainty to the community. Budget allocation is necessary for the improvement of office infrastructure, such as waiting rooms and office stationery, to support community comfort. Furthermore, the Village Head should increase inherent supervision of the work discipline of village officials and maintain the friendly attitude and teamwork that have been well-established in serving the community.