

ABSTRAK

Siti Norhalisah: 2022442 Judul “**Kualitas Pelayanan Non Perizinan Pada Kantor Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara**”. Di Bawah Bimbingan **Ibu Ni Made Musiyani Anjasmari, M.Ap.** Selaku Dosen Pembimbing I, Dan **Ibu Nida Urahmah, M.Pd.** Selaku Dosen Pembimbing II.

Kualitas pelayanan adalah tingkat keunggulan suatu layanan yang diberikan kepada pelanggan untuk memenuhi atau melebihi harapan mereka. Kualitas pelayanan mencerminkan seberapa baik suatu organisasi, perusahaan, atau instansi mampu memberikan pelayanan yang sesuai dengan kebutuhan dan keinginan pelanggan. Fenomena masalah dalam penelitian ini yaitu: ketidakjelasan dan keterbatasan informasi pelayanan yang diberikan kepada masyarakat, kurangnya daya tanggap dan profesionalisme pegawai dan terbatasnya fasilitas pendukung dan teknologi. Adapun penelitian ini bertujuan untuk mengetahui Kualitas Pelayanan Pada Kantor Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara, serta mengidentifikasi faktor-faktor yang mempengaruhi kualitas pelayanan.

Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Informan penelitian ditentukan dengan teknik *purposive sampling* sebanyak 10 orang, yang terdiri dari aparatur/pegawai pemerintah daerah dan masyarakat. Analisis data dilakukan melalui tahapan kondensasi data, penyajian data, dan penarikan kesimpulan, serta uji kredibilitas data menggunakan perpanjangan waktu penelitian, meningkatkan ketekunan pengamatan, triangulasi dan member check.

Hasil penelitian menunjukkan bahwa kualitas pelayanan non-perizinan pada Kantor Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara dinilai cukup baik. pada dimensi Bukti Langsung (*Tangibles*), indikator ketersediaan sumber daya manusia (SDM) cukup baik, sedangkan indikator perlengkapan teknologi kurang baik. Pada dimensi Keandalan (*Reliability*), indikator kecepatan pelayanan dan ketepatan waktu pelayanan sama-sama cukup baik. Selanjutnya, pada dimensi Daya Tanggap (*Responsiveness*), indikator respon pegawai yang cepat dan jelas serta mudah dimengerti juga cukup baik. Pada dimensi Jaminan (*Assurance*), indikator komunikasi yang baik dan sikap sopan serta ramah pegawai cukup baik. Sementara itu, pada dimensi Empati (*Empathy*), indikator perhatian yang cukup kepada masyarakat kurang baik, sedangkan indikator dekat dengan masyarakat cukup baik. Faktor pendukung kualitas pelayanan meliputi koordinasi antarpegawai, dan adanya dasar organisasi, fungsi kerja yang jelas serta pelayanan tanpa biaya. Adapun faktor penghambat meliputi keterbatasan fasilitas teknologi, minimnya pelatihan pegawai, dan kurangnya pengetahuan masyarakat.

Untuk meningkatkan kualitas pelayanan non-perizinan pada Kantor Kecamatan Sungai Pandan Kabupaten Hulu Sungai Utara diharapkan kepada bapak Camat menambahkan fasilitas yang dirasa masih kurang, penguatan pemanfaatan teknologi informasi berbasis digital, peningkatan kompetensi pegawai, serta pengawasan dan evaluasi pelayanan secara berkala. Selain itu, kepada pegawai Kecamatan diharapkan senantiasa memberikan pelayanan yang profesional, cepat, tepat, ramah, komunikatif, dan responsif serta mampu memanfaatkan teknologi secara optimal. Di sisi lain, kepada masyarakat diharapkan lebih aktif memahami prosedur dan persyaratan pelayanan, melengkapi dokumen yang diperlukan, serta memberikan masukan yang konstruktif sehingga dapat mendukung kelancaran dan peningkatan kualitas pelayanan.

ABSTRACT

Siti Norhalisah: 2022442. with the thesis entitled **“The Quality of Non-Permit Public Services at the Sungai Pandan Subdistrict Office, Hulu Sungai Utara Regency”**. Under the supervision of **Ni Made Musiyani Anjasmari, M.AP.** as the First Supervisor and **Nida Urahmah, M.Pd.** as the Second Supervisor.

Service quality is the level of excellence of a service provided to customers in order to meet or exceed their expectations. Service quality reflects how well an organization, company, or government institution is able to provide services that are in accordance with the needs and expectations of customers. The problems identified in this study include the lack of clarity and limited availability of service information provided to the public, the lack of responsiveness and professionalism of employees, and the limited availability of supporting facilities and technology. This study aims to examine the quality of services at the Sungai Pandan Subdistrict Office, Hulu Sungai Utara Regency, and to identify the factors affecting service quality.

This study employed a descriptive qualitative method with a qualitative approach. Data were collected through observation, in-depth interviews, and documentation. The research informants were selected using purposive sampling, involving 10 informants consisting of government officials/employees and members of the community. Data were analyzed through the stages of data condensation, data presentation, and conclusion drawing, while data credibility was ensured through prolonged engagement, increased persistence of observation, triangulation, and member checking.

The results of the study indicate that the quality of non-licensing services at the Sungai Pandan Subdistrict Office, Hulu Sungai Utara Regency, is considered fairly good. In the Tangibles dimension, the indicator of the availability of human resources (HR) is categorized as fairly good, while the technology equipment indicator is considered inadequate. In the Reliability dimension, both the service speed and service timeliness indicators are categorized as fairly good. Furthermore, in the Responsiveness dimension, the indicators of prompt and clear responses from employees, as well as the ease of understanding the information provided, are also categorized as fairly good. In the Assurance dimension, the indicators of effective communication and employees' polite and courteous behavior are categorized as fairly good. Meanwhile, in the Empathy dimension, the indicator of employees' adequate attention to the community is considered inadequate, whereas the indicator of employees' closeness to the community is categorized as fairly good. The supporting factors affecting service quality include effective coordination among employees, the existence of a clear organizational structure and well-defined job functions, as well as the provision of services free of charge. Meanwhile, the inhibiting factors include limited technological facilities, insufficient employee training, and the community's lack of knowledge regarding service procedures.

To improve the quality of non-licensing services at the Sungai Pandan Subdistrict Office, Hulu Sungai Utara Regency, it is recommended that the Head of the Subdistrict provide additional facilities where needed, strengthen the utilization of digital information technology, enhance employee competencies, and conduct regular monitoring and evaluation of service delivery. In addition, subdistrict employees are expected to consistently provide professional, prompt, accurate, friendly, communicative, and responsive services while utilizing technology optimally. On the other hand, the community is expected to take a more active role in understanding service procedures and requirements, preparing the necessary documents, and providing constructive feedback to support the improvement and effectiveness of service quality.