

ABSTRAK

MUHAMMAD ELHAMI, NPM : 20.22.535, Judul **“KUALITAS PELAYANAN PUBLIK DI KANTOR KELURAHAN PALIWARA KABUPATEN HULU SUNGAI UTARA”**. Dibawah bimbingan **Bapak Dr. Reno Affrian, S.Sos.,M.AP**, sebagai pembimbing I, dan **Bapak M. Ridha Anshari, S.Sos.,M.AP**, sebagai pembimbing II.

Kualitas pelayanan publik merupakan aspek penting dalam mewujudkan tata kelola pemerintahan yang baik. Pada Kantor Kelurahan Paliwara Kabupaten Hulu Sungai Utara, kualitas pelayanan publik secara umum telah berjalan cukup baik, namun masih terdapat beberapa kendala Seperti waktu penyelesaian pelayanan belum sesuai dengan Standar Operasional Prosedur (SOP), Kurangnya Kejelasan Informasi Pada Prosedur Pelayanan, serta keterbatasan ruang pelayanan dan ruang tunggu. Kondisi tersebut menunjukkan bahwa masih terdapat kesenjangan antara pelayanan yang diharapkan masyarakat dengan pelayanan yang diberikan oleh aparatur kelurahan. Berdasarkan hal tersebut, penelitian ini bertujuan untuk mengetahui kualitas pelayanan publik di Kantor Kelurahan Paliwara Kabupaten Hulu Sungai Utara, menganalisis faktor-faktor yang mempengaruhi kualitas pelayanan publik, serta mengidentifikasi upaya yang dapat dilakukan untuk meningkatkan kualitas pelayanan publik.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif. Informan ditentukan dengan teknik *purposive sampling* berjumlah 8 orang. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Setelah data terkumpul, analisis dilakukan dengan teknik pengumpulan data, reduksi data, dan penyajian data. Verifikasi menggunakan uji kredibilitas data perpanjang pengamatan, meningkatkan ketekunan, triangulasi data, *member check*.

Hasil penelitian menunjukkan bahwa kualitas pelayanan publik di Kantor Kelurahan Paliwara Kabupaten Hulu Sungai Utara secara umum telah berjalan cukup baik. Pada dimensi *Tangibles*, masih ditemukan keterbatasan ruang tunggu, fasilitas pelayanan, dan penyediaan informasi pelayanan. Pada dimensi *Reliability*, pelayanan telah berjalan cukup baik, namun masih terdapat ketidakkonsistenan penyampaian informasi mengenai persyaratan administrasi. Sementara itu, dimensi *Responsiveness*, *Assurance*, dan *Empathy* telah berjalan dengan cukup baik melalui sikap aparatur yang tanggap, sopan, ramah, serta memberikan rasa aman dan perhatian kepada masyarakat. Faktor-faktor yang mempengaruhi kualitas pelayanan meliputi keterbatasan sarana dan prasarana, belum optimalnya penyediaan informasi pelayanan, ketidakkonsistenan penyampaian persyaratan administrasi, serta meningkatnya waktu pelayanan ketika jumlah masyarakat yang dilayani cukup banyak.

Berdasarkan hasil penelitian tersebut, disarankan agar Kantor Kelurahan Paliwara Kabupaten Hulu Sungai Utara meningkatkan sarana dan prasarana pelayanan, menyediakan informasi pelayanan yang lebih lengkap dan konsisten, serta mengoptimalkan kualitas pelayanan kepada masyarakat.

ABSTRACT

MUHAMMAD ELHAMI, Student ID: 20.22.535, entitled **“THE QUALITY OF PUBLIC SERVICES AT THE PALIWARA VILLAGE OFFICE, HULU SUNGAI UTARA REGENCY.”** Supervised by **Dr. Reno Affrian, S.Sos., M.AP.** as the First Supervisor and **M. Ridha Anshari, S.Sos., M.AP.** as the Second Supervisor.

The quality of public services is a crucial aspect of achieving good governance. At the Paliwara Subdistrict Office in Hulu Sungai Utara Regency, the quality of public services has generally been satisfactory; however, several challenges remain, such as service processing times that do not yet meet Standard Operating Procedures (SOPs), a lack of clarity regarding service procedures, and limited space in the service and waiting areas. These conditions indicate that there remains a gap between the services the community expects and those provided by the subdistrict officials. Based on this, this study aims to assess the quality of public services at the Paliwara Subdistrict Office in Hulu Sungai Utara Regency, analyze the factors influencing the quality of public services, and identify measures that can be taken to improve the quality of public services.

This study employs a qualitative, descriptive approach. Eight informants were selected using purposive sampling. Data collection was conducted through interviews, observation, and documentation. After the data were collected, analysis was performed using data collection, data reduction, and data presentation techniques. Verification was conducted using data credibility tests, extended observation, increased diligence, data triangulation, and member checking.

The research findings indicate that the quality of public services at the Paliwara Subdistrict Office in Hulu Sungai Utara Regency has generally been quite good. In the Tangibles dimension, limitations were still found in waiting areas, service facilities, and the provision of service information. In the Reliability dimension, services have been quite good, but there is still inconsistency in the provision of information regarding administrative requirements. Meanwhile, the dimensions of Responsiveness, Assurance, and Empathy have been implemented quite well through the attitudes of civil servants who are responsive, polite, and friendly, and who provide a sense of security and care to the community. Factors affecting service quality include limitations in facilities and infrastructure, the suboptimal provision of service information, inconsistencies in the communication of administrative requirements, and increased service times when the number of people being served is high.

Based on the results of this study, it is recommended that the Paliwara Subdistrict Office in Hulu Sungai Utara Regency improve its service facilities and infrastructure, provide more comprehensive and consistent service information, and optimize the quality of services provided to the community.