

ABSTRAK

Muhammad Ikbal Jayadi, NPM: 2022028, Judul “KUALITAS PELAYANAN ADMINISTRASI TATA USAHA PADA SMA NEGERI 1 SUNGAI PANDAN” dibawah bimbingan Bapak **Drs. H. ARPANDI, M.AP** sebagai Pembimbing I dan Ibu **NIDA URAHMAH, S.Pd, M.Pd, M.AP** sebagai Pembimbing II.

Pelayanan merupakan suatu aktivitas yang diberikan oleh suatu pihak kepada pihak lain, baik berupa barang, jasa, maupun kemudahan, dengan tujuan utama untuk memenuhi kebutuhan dan harapan penerima layanan. Dalam konteks umum, pelayanan tidak hanya terbatas pada sektor bisnis atau komersial, tetapi juga mencakup berbagai aspek kehidupan seperti pelayanan publik oleh pemerintah, pelayanan kesehatan, pendidikan, transportasi, hingga interaksi sosial sehari-hari.

Metode penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif, dan teknik pengumpulan data menggunakan teknik observasi, wawancara dan dokumentasi. Kemudian, penarikan informan dilakukan secara *purposive sampling* yang berjumlah 13 orang. Setelah data terkumpul, hasil data tersebut dianalisis dengan uji kredibilitas data yang terdiri dari perpanjangan pengamatan, peningkatan ketekunan, diskusi, dan *member check*. Teknik analisis data dalam penelitian ini menggunakan model analisis interaktif, yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi.

Hasil penelitian menunjukkan bahwa Kualitas Pelayanan Administrasi Tata Usaha Pada Sma Negeri 1 Sungai Pandan. Pertama, *Reability* meliputi indikator pelayanan akurat belum baik karena masih ditemukan ketidaksesuaian dan ketidakakuratan data antar sistem. dan indikator ketepatan waktu cukup baik dalam memenuhi kebutuhan administrasi siswa maupun pegawai. Kedua *Tangible* meliputi indikator mengenai Kemampuan/Skil SDM belum baik, kemampuan dalam aspek koordinasi, komunikasi, serta pemahaman perlu ditingkatkan dan indikator sarana dan prasarana belum baik, perangkat seperti komputer dan laptop sudah lama, sering mengalami gangguan, dan bekerja lambat. Ketiga *Responsiveness* meliputi indikator kecepatan pelayanan belum baik adanya keterlambatan dalam beberapa proses administrasi, dan indikator Pelayanan yang sesuai sudah baik dan sesuai dengan SOP yang berlaku. Keempat *Assurance*, meliputi indikator keamanan data/berkas sangat baik. Dokumen yang diterima dari siswa maupun pihak lain dikelola melalui proses pencatatan, penyimpanan, dan pengarsipan. indikator tanggung jawab petugas baik. Petugas menjalankan tugas sesuai dengan kewajiban masing-masing, dan indikator sopan santun sudah sangat baik. Pegawai menunjukkan sikap ramah, sopan, dan santun dalam memberikan pelayanan. Kelima *Emphaty* meliputi indikator keinginan masyarakat cukup baik sesuai dengan kebutuhan siswa maupun guru. dan indikator kebutuhan masyarakat belum baik. masih terdapat beberapa staf yang tidak selalu berada di tempat.

Berdasarkan hasil penelitian, Disarankan agar pihak sekolah meningkatkan kualitas pelayanan administrasi melalui perbaikan sarana dan prasarana, peningkatan kedisiplinan serta ketelitian pegawai Tata Usaha, dan mendorong partisipasi siswa dalam memberikan kritik, saran, serta pengaduan sebagai bahan evaluasi pelayanan.

ABSTRACT

Muhammad Ikbal Jayadi, NPM: 2022028, Title: "Quality of Administrative Services at SMA Negeri 1 Sungai Pandan," under the guidance of **Mr. Drs. H. Arpandi, M.AP.** as the first supervisor and **Ms. Nida Urahmah, S.Pd., M.Pd., M.AP.** as the second supervisor.

Service is an activity provided by one party to another whether in the form of goods, services, or conveniences with the primary aim of meeting the recipient's needs and expectations. In a general context, service is not limited to the business or commercial sectors but encompasses various aspects of life, such as public services provided by the government, healthcare, education, transportation, and even everyday social interactions.

This study employs a qualitative, descriptive approach, utilizing observation, interviews, and documentation for data collection. Informants were selected via purposive sampling, resulting in a total of 13 participants. Once collected, the data were analyzed using credibility checks comprising extended observation, increased persistence, discussion, and member checking. The data analysis technique employed in this study utilizes an interactive analysis model, comprising data reduction, data presentation, and conclusion drawing and verification.

The research findings regarding the quality of administrative services at SMA Negeri 1 Sungai Pandan are as follows: First, regarding Reliability, the indicator for service accuracy is not yet satisfactory, as data inconsistencies and inaccuracies between systems persist; however, the timeliness indicator is reasonably good in meeting the administrative needs of both students and staff. Second, regarding Tangibles, the indicator for human resource skills is inadequate coordination, communication, and general understanding need improvement and the indicator for facilities and infrastructure is also poor, as equipment such as computers and laptops is outdated, prone to malfunctions, and slow. Third, regarding Responsiveness, the service speed indicator is unsatisfactory due to delays in certain administrative processes, whereas the indicator for service compliance is good, adhering to established Standard Operating Procedures (SOPs). Fourth, regarding Assurance, the data and file security indicator is excellent; documents received from students and other parties are managed through systematic recording, storage, and archiving processes. The staff responsibility indicator is good, with personnel fulfilling their respective duties, and the courtesy indicator is excellent, as employees demonstrate a friendly and polite demeanor when providing services. Fifth, regarding Empathy, the indicator for addressing the community's wishes is reasonably good, aligning with the needs of students and teachers; however, the indicator for meeting community needs is not yet satisfactory, as some staff members are not always present at their workstations.

Based on the research findings, it is recommended that the school improve the quality of administrative services by upgrading facilities and infrastructure, enhancing the discipline and accuracy of administrative staff, and encouraging student participation in providing criticism, suggestions, and complaints to serve as a basis for service evaluation.