

ABSTRAK

M. AFIAT AFRIZAL. NPM: 20.22.528. Kualitas Pelayanan Publik pada Kantor Desa Sungsum Kecamatan Tebing Tinggi Kabupaten Balangan. Di bawah bimbingan **Djayeng Turano Gunade, S.Sos., M.AP** sebagai Pembimbing I dan **Anna Maryati, S.Sos., M.AP** sebagai Pembimbing II.

Pelayanan publik merupakan salah satu fungsi utama pemerintah desa dalam memenuhi kebutuhan administrasi masyarakat. Namun demikian, berdasarkan hasil observasi awal di Kantor Desa Sungsum Kecamatan Tebing Tinggi Kabupaten Balangan masih ditemukan beberapa permasalahan, seperti proses pelayanan yang belum memiliki standar waktu yang jelas, sarana dan prasarana yang belum sepenuhnya memadai, ketanggapan aparatur yang belum optimal, serta ketidaktepatan jam operasional pelayanan sehingga memengaruhi kualitas pelayanan yang diterima masyarakat. Tujuan penelitian untuk mengetahui bagaimana kualitas dan faktor-faktor apa saja yang mempengaruhi pelayanan publik pada kantor Desa Sungsum

Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Penelitian bertujuan untuk mengetahui kualitas pelayanan publik pada Kantor Desa Sungsum Kecamatan Tebing Tinggi Kabupaten Balangan serta faktor-faktor yang memengaruhinya. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Informan penelitian berdasarkan *purposive sampling* berjumlah 12 orang yang terdiri dari Kepala Desa, Sekretaris Desa, perangkat desa, anggota BPD, serta masyarakat yang pernah menerima pelayanan di Kantor Desa Sungsum Kecamatan Tebing Tinggi Kabupaten Balangan.

Hasil penelitian menunjukkan bahwa kualitas pelayanan publik pada Kantor Desa Sungsum Kecamatan Tebing Tinggi Kabupaten Balangan secara umum sudah cukup baik, namun belum sepenuhnya maksimal. Hal ini terlihat dari aspek *tangible, reliability, responsiveness, assurance, dan empathy* yang telah berjalan dengan cukup baik, meskipun masih terdapat beberapa kekurangan, seperti keterbatasan sarana dan prasarana, ruang tunggu yang kurang nyaman, pelayanan yang melambat pada saat jumlah masyarakat meningkat, serta masih adanya tidak konsistennan dalam ketelitian dan kecepatan pelayanan. Faktor pendukung pelayanan meliputi kerja sama dan koordinasi yang baik antar perangkat desa, dukungan kepala desa, ketersediaan fasilitas dasar, serta komunikasi yang baik dengan masyarakat. Sementara itu, faktor penghambat meliputi keterbatasan sarana dan prasarana, jumlah perangkat desa yang terbatas, anggaran operasional yang masih terbatas, jaringan internet yang kurang stabil, serta masih rendahnya pemahaman masyarakat mengenai prosedur administrasi pelayanan.

Adapun saran pada penelitian ini yaitu: Kepada Kepala Desa Sungsum Kecamatan Tebing Tinggi Kabupaten Balangan disarankan agar terus meningkatkan kualitas pelayanan publik melalui peningkatan sarana dan prasarana, penambahan fasilitas ruang tunggu, peningkatan kompetensi dan ketelitian perangkat desa, penguatan pengawasan terhadap pelaksanaan pelayanan, serta peningkatan sosialisasi mengenai prosedur pelayanan kepada masyarakat agar pelayanan dapat berlangsung lebih efektif, efisien, dan memberikan kepuasan kepada masyarakat.

ABSTRACT

M. AFIAT AFRIZAL. Student ID: 20.22.528. *Public Service Quality at the Sungsum Village Office, Tebing Tinggi District, Balangan Regency. Supervised by Djayeng Turano Gunade, S.Sos., M.AP as the First Supervisor and Anna Maryati, S.Sos., M.AP as the Second Supervisor.*

Public service provision is a primary function of the village government in meeting the administrative needs of the community. However, preliminary observations at the Sungsum Village Office (Tebing Tinggi District, Balangan Regency) revealed several issues—such as the lack of clear time standards for service processes, inadequate facilities and infrastructure, suboptimal staff responsiveness, and inconsistent operating hours—all of which affect the quality of service received by the public. This study aims to assess the quality of public services at the Sungsum Village Office and identify the factors influencing them.

This study employs a qualitative approach with a descriptive research design. It aims to assess the quality of public services at the Sungsum Village Office in Tebing Tinggi District, Balangan Regency, and to identify the factors influencing it. Data collection was conducted through interviews, observation, and document analysis. The study involved 12 informants selected via purposive sampling, comprising the Village Head, Village Secretary, village officials, members of the Village Consultative Body (BPD), and community members who had received services at the Sungsum Village Office.

Research findings indicate that the quality of public services at the Sungsum Village Office (Tebing Tinggi District, Balangan Regency) is generally quite good, though not yet fully optimal. This is evident from the fact that aspects such as tangibles, reliability, responsiveness, assurance, and empathy are functioning reasonably well; however, certain shortcomings persist, including limited facilities and infrastructure, an uncomfortable waiting area, service slowdowns during periods of high public demand, and inconsistencies in service accuracy and speed. Factors supporting service delivery include effective cooperation and coordination among village officials, support from the village head, the availability of basic facilities, and good communication with the community. Conversely, inhibiting factors include limited facilities and infrastructure, an insufficient number of village officials, a constrained operational budget, unstable internet connectivity, and a lack of public understanding regarding administrative service procedures.

The recommendations arising from this study are as follows: The Head of Sungsum Village (Tebing Tinggi District, Balangan Regency) is advised to continuously improve the quality of public services by upgrading infrastructure and facilities, expanding waiting room amenities, enhancing the competence and accuracy of village officials, strengthening oversight of service delivery, and increasing public awareness regarding service procedures, thereby ensuring that services are more effective and efficient while fostering community satisfaction.