

ABSTRAK

AMINULLAH, NPM : 2022230, Judul “KUALITAS PELAYANAN BIDANG PENANGANAN DAN PENGENDALIAN KEBAKARAN PADA SATUAN POLISI PAMONG PRAJA DAN PEMADAM KEBAKARAN DI KECAMATAN AMUNTAI SELATAN KABUPATEN HULU SUNGAI UTARA”. Di bawah Bimbingan Bapak **Arif Budiman, S.Sos, MAP** Sebagai Pembimbing 1 dan Ibu **Anita Rahmayanti, S.Sos, M.AP** Sebagai Pembimbing II.

Penelitian ini dilatarbelakangi oleh pentingnya kualitas pelayanan Satuan Polisi Pamong Praja dan Pemadam Kebakaran dalam menangani keadaan darurat, khususnya kebakaran, evakuasi, dan penyelamatan di Kabupaten Hulu Sungai Utara, sejalan dengan amanat Undang-Undang Nomor 25 Tahun 2009 tentang Pelayanan Publik. Fenomena yang ditemukan di lapangan mencakup variasi waktu respons petugas, dinamika ketersediaan sarana dan prasarana, serta perbedaan tingkat partisipasi masyarakat dalam menghadapi situasi darurat. Berdasarkan latar belakang tersebut, penelitian ini bertujuan untuk menganalisis kualitas pelayanan Satpol PP dan Pemadam Kebakaran serta mengidentifikasi faktor pendukung dan penghambatnya.

Penelitian ini menggunakan pendekatan deskriptif-kualitatif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi. Sumber data diambil melalui penarikan sampel secara *purposive sampling* terhadap 11 informan yang terdiri atas pejabat, petugas, dan masyarakat penerima layanan. Setelah data terkumpul kemudian dianalisis dengan teknik meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Pengujian kredibilitas data melalui perpanjangan pengamatan, peningkatan ketekunan, triangulasi dan *member check*.

Hasil penelitian menunjukkan bahwa kelima dimensi SERVQUAL tergolong cukup baik, ditandai dengan standar pelayanan yang jelas, respons yang cepat, keterampilan dan sikap petugas yang profesional, komunikasi yang baik, serta sarana dan prasarana yang cukup menunjang. Faktor pendukung pelayanan meliputi keterampilan dan pelatihan teknis petugas serta tingginya kepercayaan masyarakat terhadap kemampuan petugas dalam menangani keadaan darurat. Adapun faktor penghambat meliputi keterbatasan armada dan alat rescue, serta kondisi geografis berupa akses jalan sempit, jarak lokasi yang jauh, dan kemacetan yang memengaruhi waktu tanggap petugas di lapangan.

Kualitas pelayanan tersebut perlu terus didorong yaitu dari pihak dinas disarankan untuk menambah sarana dan prasarana pendukung, seperti armada dan alat rescue, guna mengatasi kendala geografis dan keterbatasan peralatan yang selama ini memengaruhi waktu tanggap petugas di lapangan. Kedua, perlu dilakukan sosialisasi prosedur pelaporan keadaan darurat kepada masyarakat secara berkelanjutan, agar masyarakat semakin memahami cara melapor yang cepat dan tepat, sehingga proses penanganan, evakuasi, dan penyelamatan dapat berjalan lebih optimal ke depannya.

ABSTRAK

Aminullah, STUDENT ID (NPM): 2022230, TITLE " THE QUALITY OF SERVICE IN THE FIRE HANDLING AND CONTROL DIVISION AT THE CIVIL SERVICE POLICE UNIT AND FIRE DEPARTMENT IN AMUNTAI SELATAN DISTRICT, HULU SUNGAI UTARA REGENCY " Supervised by Mr. **Arif Budiman, S.Sos, MAP** as Supervisor I and Mrs. **Anita Rahmayanti, S.Sos, M.AP** as Supervisor II.

This research is grounded in the importance of service quality provided by the Civil Service Police Unit (Satpol PP) and Fire Department in handling emergency situations, particularly fires, evacuations, and rescue operations in Hulu Sungai Utara Regency, in accordance with the mandate of Law Number 25 of 2009 concerning Public Services. Phenomena identified in the field include variations in officers' response times, dynamics in the availability of facilities and infrastructure, and differences in the level of community participation in dealing with emergency situations. Based on this background, the research aims to analyze the service quality of the Satpol PP and Fire Department as well as to identify the supporting and inhibiting factors.

This study employed a descriptive-qualitative approach. Data were collected through observation, interviews, and documentation. Data sources were obtained through purposive sampling of 11 informants consisting of officials, officers, and members of the public receiving services. After the data were collected, they were analyzed using techniques including data reduction, data presentation, and conclusion drawing. The credibility of the data was tested through extended observation, increased persistence, triangulation, and member checking.

The results show that all five SERVQUAL dimensions were categorized as fairly good, as indicated by clear service standards, prompt response, professional skills and attitudes of officers, good communication, and adequately supportive facilities and infrastructure. Supporting factors for service delivery include the technical skills and training of officers as well as the high level of public trust in officers' ability to handle emergency situations. Meanwhile, the inhibiting factors include limited fleets and rescue equipment, as well as geographical conditions such as narrow road access, long distances to locations, and traffic congestion, which affect officers' response time in the field.

To continue improving service quality, it is recommended that, first, the relevant agency increase supporting facilities and infrastructure, such as fleets and rescue equipment, in order to address geographical constraints and equipment limitations that have affected officers' response time in the field. Second, ongoing socialization of emergency reporting procedures should be conducted for the community, so that the public gains a better understanding of how to report quickly and accurately, enabling the handling, evacuation, and rescue processes to run more optimally in the future.