

ABSTRAK

RISNA DAMAYANTI, NPM: 2022326. Judul “**KUALITAS PELAYANAN PADA KANTOR DESA TELAGA SARI KECAMATAN AMUNTAI SELATAN KABUPATEN HULU SUNGAI UTARA**”, di bawah bimbingan Bapak **Muhamad Arsyad, S.Pd.I., M.AP** sebagai pembimbing I dan Ibu **Norhidayah, S.Sos., M.A** sebagai pembimbing II.

Pelayanan di desa memiliki peran penting dalam memenuhi kebutuhan administrasi masyarakat. Permasalahan yang ditemukan adalah keterlambatan pegawai, ketidakpastian kehadiran saat jam kerja, ketidakdisiplinan penggunaan baju dinas, minimnya media informasi, serta ketiadaan Standar Operasional Prosedur (SOP) sebagai pedoman kerja. Penelitian ini bertujuan untuk mengetahui Kualitas Pelayanan Pada Kantor Desa Telaga Sari Kecamatan Amuntai Selatan Kabupaten Hulu Sungai Utara serta faktor-faktor yang memengaruhinya.

Penelitian ini menggunakan pendekatan kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan dokumentasi. Sumber data diambil melalui penarikan sampel secara *purposive sampling* berjumlah 14 orang. Setelah data terkumpul kemudian dianalisis dengan teknik meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil Penelitian Kualitas Pelayanan Pada Kantor Desa Telaga Sari Kecamatan Amuntai Selatan Kabupaten Hulu Sungai Utara dapat dikategorikan cukup baik berdasarkan teori kualitas pelayanan menurut Zeithaml *et al.* dalam Hardiyansyah (2018:63). Hal ini dapat dilihat pada indikator: Sarana dan prasarana cukup baik, tetapi ruangan sempit dan beberapa fasilitas masih ada yang rusak, perlengkapan pegawai cukup baik, karena masih ada beberapa pegawai yang tidak mengenakan baju dinas secara lengkap. Ketepatan waktu cukup baik, meskipun masih ada sebagian pegawai terlambat datang sehingga pelayanan tertunda. Kejelasan informasi cukup baik dikarenakan masih dominan lisan tanpa media tertulis. Pelayanan cepat sudah baik, dokumen diselesaikan tepat waktu sesuai dengan yang dijanjikan. Kedisiplinan pegawai kurang baik karna masih ada pegawai yang terlambat masuk kantor dan pulang lebih awal. Kompetensi pemberian layanan sudah baik karna petugas sudah berpendidikan tinggi dan berpengalaman. Sesuai SOP kurang baik karna tidak ada dokumen SOP. Sikap ramah pegawai sudah baik, pegawai ramah dan sopan dalam melayani masyarakat. Pemahaman terhadap kebutuhan masyarakat juga baik, Petugas cepat tanggap dalam melayani masyarakat. Faktor pendukung yaitu pelayanan cepat, kompetensi pemberi layanan, dan sikap ramah pegawai. Faktor penghambat yaitu, pegawai terlambat hadir pada jam kerja, tidak adanya standar operasional prosedur (SOP), dan ruangan sempit.

Kepala Desa disarankan meningkatkan pengawasan terhadap kedisiplinan aparatur desa dengan menerapkan sistem absensi online dan membuat dokumen Standar Operasional Prosedur (SOP) tertulis agar pelayanan memiliki pedoman yang jelas. Perangkat desa perlu menjaga kedisiplinan kerja, dan masyarakat diharapkan terus mendukung peningkatan kualitas pelayanan.

ABSTRACT

RISNA DAMAYANTI, NPM: 2022326. Title: **“SERVICE QUALITY AT TELAGA SARI VILLAGE OFFICE, AMUNTAI SELATAN DISTRICT, HULU SUNGAI UTARA REGENCY,”** under the supervision of **Mr. Muhamad Arsyad, S.Pd.I., M.AP** as supervisor I and **Mrs. Norhidayah, S.Sos., M.A** as Supervisor II.

Village services play a crucial role in meeting the community's administrative needs. Problems identified include employee tardiness, uncertainty about attendance during working hours, indiscipline in wearing uniforms, a lack of information media, and the absence of Standard Operating Procedures (SOPs) as work guidelines. This study aims to determine the quality of service at the Telaga Sari Village Office, Amuntai Selatan District, Hulu Sungai Utara Regency, and the factors influencing it.

This study used a qualitative approach. Data collection techniques used were interviews, observation, and documentation. Data sources were obtained through purposive sampling of 14 people. After the data was collected, it was analyzed using techniques including data reduction, data presentation, and conclusion drawing.

The results of the study on service quality at the Telaga Sari Village Office, South Amuntai District, North Hulu Sungai Regency, can be categorized as quite good based on the service quality theory according to Zeithaml et al. in Hardiyansyah (2018:63). This can be seen in the following indicators: Facilities and infrastructure are quite good, but the room is cramped and some facilities are still damaged. Employee equipment is quite good, as some employees are still not wearing their full uniforms. Punctuality is quite good, although some employees arrive late, resulting in delayed service. Information clarity is quite good because it is still predominantly verbal without written media. Prompt service is good, with documents completed on time as promised. Employee discipline is poor, as some employees are still late to the office and leave early. Service delivery competence is good because the staff are highly educated and experienced. Compliance with SOPs is not good because there is no SOP document. Employee friendliness is good, with staff being friendly and polite in serving the public. Understanding of community needs is also good, and officers are responsive in serving the public. Supporting factors include fast service, competent service providers, and friendly staff. Inhibiting factors include employees arriving late for work hours, the lack of standard operating procedures (SOPs), and cramped spaces.

Village heads are advised to increase oversight of village officials' discipline by implementing an online attendance system and creating written Standard Operating Procedures (SOPs) to ensure clear guidelines for service delivery. Village officials need to maintain work discipline, and the community is expected to continue supporting improvements in service quality.