

EVALUASI KUALITAS PELAYANAN PUBLIK DI KELURAHAN BATU IX KOTA TANJUNGPINANG

Oleh

SINDI EFRIANA
NIM. 180563201040

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi kualitas pelayanan publik di Kelurahan Batu Sembilan dengan menggunakan pendekatan kualitatif. Fokus kajian diarahkan pada lima dimensi pelayanan publik berdasarkan model SERVQUAL, yaitu bukti fisik (*Tangibles*), keandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), dan empati (*empathy*). Penelitian ini dilakukan untuk mengidentifikasi sejauh mana pelayanan yang diberikan oleh aparatur kelurahan mampu memenuhi harapan masyarakat serta mengungkap faktor-faktor yang mempengaruhi tingkat kepuasan warga terhadap pelayanan yang diterima.

Data dikumpulkan melalui wawancara mendalam, observasi partisipatif, dan dokumentasi terhadap aktivitas pelayanan di kantor Kelurahan Batu Sembilan. Informan penelitian terdiri dari aparatur kelurahan serta warga masyarakat yang secara langsung pernah menerima layanan. Hasil penelitian menunjukkan bahwa secara umum pelayanan publik telah berjalan cukup baik, terutama dalam aspek sikap petugas dan kemudahan akses layanan. Namun, masih ditemukan beberapa kendala seperti keterbatasan sarana prasarana, kurangnya inovasi layanan, dan ketidakteraturan waktu pelayanan di beberapa jenis layanan tertentu.

Berdasarkan temuan tersebut, disarankan perlunya peningkatan kapasitas aparatur kelurahan melalui pelatihan pelayanan prima, serta pembenahan sistem layanan berbasis teknologi informasi agar pelayanan menjadi lebih cepat, transparan, dan akuntabel.

Kata kunci: pelayanan publik, evaluasi, kelurahan, kualitas layanan,

**EVALUATION OF PUBLIC SERVICE QUALITY IN BATU SEMBILAN
SUB-DISTRICT TANJUNGPINANG CITY**

By

SINDI EFRIANA

Student ID: 180563201040

ABSTRACT

This study aims to evaluate the quality of public services in Batu Sembilan Sub-District using a qualitative approach. The research focuses on five dimensions of public service quality based on the SERVQUAL model: Tangibles, reliability, responsiveness, assurance, and empathy. The objective is to identify the extent to which the services provided by sub-district officials meet public expectations, as well as to explore the factors influencing citizens' satisfaction with the services they receive.

Data were collected through in-depth interviews, participatory observations, and documentation of service activities at the Batu Sembilan Sub-District office. The research informants consisted of both sub-district officials and residents who had directly received services. The findings show that, in general, public services are operating fairly well, particularly in terms of staff attitudes and service accessibility. However, several challenges remain, including limited infrastructure, a lack of service innovation, and inconsistent service schedules in certain areas.

Based on these findings, it is recommended to enhance the capacity of sub-district officials through quality service training and to improve service systems by utilizing information technology, aiming for faster, more transparent, and accountable public service delivery.

Keywords: *public service, evaluation, sub-district, service quality, qualitative approach*