

ANALISIS OPTIMALISASI PELAKSANAAN PELAYANAN PUBLIK DI MAL PELAYANAN PUBLIK KOTA TANJUNGPINANG

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ABSTRAK

Mal Pelayanan Publik Kota Tanjungpinang dibentuk berdasarkan Peraturan Wali Kota Nomor 30 Tahun 2021 sebagai wadah penyatuan gerai layanan dari berbagai instansi dalam satu gedung, namun penyelenggaraannya masih menghadapi sejumlah kendala seperti gangguan sistem Online Single Submission, kekosongan gerai layanan, dan keterbatasan sumber daya manusia. Penelitian ini bertujuan untuk menganalisis pelaksanaan pelayanan publik di Mal Pelayanan Publik Kota Tanjungpinang dengan menggunakan teori *New Public Service* dari Denhardt dan Denhardt yang mencakup tujuh prinsip. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data primer diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap sembilan informan yang ditentukan secara purposive, sedangkan data sekunder diperoleh dari berbagai dokumen kelembagaan. Teknik analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan, dibantu perangkat lunak NVivo 14, dengan uji keabsahan data melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa pelaksanaan pelayanan publik di Mal Pelayanan Publik Kota Tanjungpinang telah berjalan baik pada dimensi relasional, tercermin dari layanan prioritas bagi kelompok rentan, praktik perbantuan yang disertai edukasi, serta pengalihan beban perpindahan dari warga kepada petugas. Namun demikian, dimensi struktural masih memerlukan penguatan, terutama pada kejelasan indikator kinerja, keseragaman standar prosedur antargera, kecukupan sumber daya manusia, dan ketersediaan saluran partisipasi warga dalam perencanaan. Faktor penghambat utama bersumber dari ketergantungan sistem terhadap infrastruktur pusat dan keterbatasan personel pada instansi peserta, sehingga optimalisasi pelayanan publik menuntut pelembagaan praktik pelayanan yang selama ini bertumpu pada komitmen personal aparatur ke dalam standar penyelenggaraan yang baku.

Kata Kunci : *New Public Service*, optimalisasi, pelayanan publik, Mal Pelayanan Publik.

ANALYSIS OF THE OPTIMIZATION OF PUBLIC SERVICE DELIVERY AT THE PUBLIC SERVICE MALL OF TANJUNGPINANG CITY

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ABSTRACT

The Public Service Mall of Tanjungpinang City was established under Mayoral Regulation Number 30 of 2021 as a facility consolidating service counters from various agencies within a single building, yet its operation still faces several obstacles such as disruptions to the Online Single Submission system, unattended service counters, and limited human resources. This study aims to analyze the delivery of public services at the Public Service Mall of Tanjungpinang City using the New Public Service theory of Denhardt and Denhardt, which comprises seven principles. This study employs a descriptive qualitative approach. Primary data were obtained through in-depth interviews, observation, and documentation involving nine informants selected purposively, while secondary data were drawn from various institutional documents. Data analysis used the Miles and Huberman model comprising data reduction, data display, and conclusion drawing, supported by NVivo 14 software, with data validity tested through source and technique triangulation. The results show that public service delivery at the Public Service Mall of Tanjungpinang City has performed well in the relational dimension, reflected in priority services for vulnerable groups, assisted services accompanied by education, and the transfer of the mobility burden from citizens to officers. Nevertheless, the structural dimension still requires strengthening, particularly regarding the clarity of performance indicators, the uniformity of service standards across counters, the adequacy of human resources, and the availability of citizen participation channels in planning. The main inhibiting factors stem from the system's dependence on central infrastructure and the limited personnel of participating agencies, so that the optimization of public services requires institutionalizing service practices that have relied on the personal commitment of officers into standardized operational procedures.

Keywords : New Public Service, optimization, public service, Public Service Mall.