

**Analisis Persepsi Masyarakat
Terhadap Kualitas Pelayanan Publik Pada
Kantor Lurah Gung Leto Kecamatan Kabanjahe**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi masyarakat terhadap kualitas pelayanan publik pada Kantor Lurah Gung Leto, yang selama ini belum diketahui, menyangkut indikator proses pelayanan, waktu pelayanan, biaya pelayanan, produk pelayanan, sarana dan prasarana, serta kompetensi pegawai pemberi pelayanan.

Penelitian ini merupakan penelitian deskriptif kualitatif dengan responden terdiri atas masyarakat pengguna pelayanan publik yang datang ke Kantor Lurah Gung Leto. Penentuan responden dengan *random sampling*. Pengumpulan data dilakukan dengan teknik observasi, kuesioner dan wawancara. Teknik analisis data yang digunakan adalah teknik analisis meliputi pengumpulan data, penyajian data, kemudian menarik kesimpulan.

Hasil penelitian ini menunjukkan bahwa persepsi masyarakat pengguna pelayanan publik pada Kantor Lurah Gung Leto menyatakan penyelenggaraan pelayanan publik sudah menyatakan baik. Beberapa aspek yang mempengaruhi kualitas pelayanan publik pada Kantor Lurah Gung Leto, yaitu proses pelayanan, waktu pelayanan, biaya pelayanan, produk pelayanan, sarana dan prasarana, serta kompetensi pegawai pemberi pelayanan. Peningkatan penyelenggaraan pelayanan publik pada Kantor Lurah Gung Leto dapat dilakukan dengan prioritas proses pelayanan, waktu pelayanan, biaya pelayanan, produk pelayanan, sarana dan prasarana, serta kompetensi pegawai pemberi pelayanan.

Kata Kunci : Persepsi Masyarakat, Pelayanan Publik

***Analysis Community Perception
Against the Quality of Public Services
Head Office of Gung Leto District, Kabanjahe Subdistrict***

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ABSTRACT

This study aims to determine the public perception of the quality of public services at the Gung Leto Village Office, which has not been known, concerning indicators of service processes, service time, service costs, service products, facilities and infrastructure, and competency of service providers.

This research is a qualitative descriptive study with respondents consisting of people who use public services who come to the Gung Leto Village Office. Determination of respondents by random sampling. Data collection is done by observation techniques, questionnaires and interviews. Data analysis techniques used are analytical techniques including data collection, data presentation, then drawing conclusions.

The results of this study indicate that the public perception of the users of public services at the Gung Leto Village Office stated that the implementation of public services had stated good. Some aspects that affect the quality of public services at the Gung Leto Village Office, namely the service process, service time, service costs, service products, facilities and infrastructure, and the competency of service providers. Increasing the implementation of public services at the Gung Leto Village Office can be done by prioritizing the service process, service time, service costs, service products, facilities and infrastructure, and the competency of service providers.

Keywords: Community Perception, Public Service