

**ANALISIS KUALITAS PELAYANAN PUBLIK DI
KECAMATAN STM HILIR KABUPATEN
DELI SERDANG**

ABSTRAK

Pelayanan publik merupakan fungsi utama pemerintah dalam memenuhi kebutuhan administratif masyarakat serta menjadi indikator penting dalam menilai kinerja aparatur pemerintah. Pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi dengan informan yang terdiri dari aparatur kantor desa dan masyarakat sebagai pengguna layanan. Analisis kualitas pelayanan publik dilakukan dengan menggunakan lima dimensi kualitas pelayanan, yaitu bukti fisik (*tangible*), kehandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), dan empati (*empathy*). Hasil penelitian menunjukkan bahwa kualitas pelayanan publik di Kecamatan STM Hilir masih belum optimal. Pada dimensi bukti fisik, masih ditemukan keterbatasan sarana dan prasarana yang memengaruhi kenyamanan masyarakat. Dimensi kehandalan menunjukkan bahwa kecermatan petugas cukup baik, namun kemampuan penggunaan alat bantu pelayanan belum merata. Pada dimensi daya tanggap, pelayanan dinilai cukup responsif, tetapi kecepatan pelayanan menurun ketika terjadi antrean dan kurangnya kejelasan informasi prosedur. Dimensi jaminan menunjukkan adanya kepastian biaya pelayanan, namun ketepatan waktu penyelesaian pelayanan belum konsisten. Sementara itu, pada dimensi empati, sebagian petugas telah menunjukkan sikap ramah dan peduli, meskipun belum merata. Temuan penelitian ini menunjukkan perlunya peningkatan kompetensi aparatur, perbaikan sarana dan prasarana, serta peningkatan transparansi prosedur pelayanan sebagai upaya meningkatkan kualitas pelayanan publik dan kepuasan masyarakat di Kecamatan STM Hilir Kabupaten Deli Serdang.

Kata kunci: kualitas pelayanan publik, kepuasan masyarakat, pelayanan administ

***ANALYSIS OF PUBLIC SERVICE QUALITY IN STM HILIR
DISTRICT, DELI SERDANG REGENCY***

ABSTRACT

Public service is the primary function of government in meeting the administrative needs of the community and is an important indicator in assessing the performance of government officials. Data collection was conducted through observation, in-depth interviews, and documentation with informants consisting of village office officials and community members as service users. The analysis of public service quality was conducted using five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. The research results indicate that the quality of public services in STM Hilir District is still suboptimal. In terms of physical evidence, limited facilities and infrastructure are still found, impacting public comfort. The reliability dimension indicates that officers are quite accurate, but their ability to use service aids is uneven. In terms of responsiveness, services are considered quite responsive, but service speed decreases when queues occur and procedural information is unclear. In terms of assurance, service costs are certain, but the timeliness of service delivery is inconsistent. Meanwhile, in terms of empathy, some officers have demonstrated a friendly and caring attitude, although this is not uniform. The findings of this study indicate the need to improve staff competency, improve facilities and infrastructure, and increase the transparency of service procedures to improve the quality of public services and public satisfaction in STM Hilir District, Deli Serdang Regency.

Keywords: public service quality, public satisfaction, administrative services.