

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peranan pemerintah desa dalam meningkatkan pelayanan administrasi kepada masyarakat di Kantor Kepala Desa Sungai Sanggul, Kecamatan Panai Hilir, Kabupaten Labuhanbatu. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan dalam penelitian ini terdiri dari kepala desa, perangkat desa, dan masyarakat setempat. Hasil penelitian menunjukkan bahwa peranan pemerintah desa dalam meningkatkan pelayanan administrasi belum sepenuhnya optimal. Hal ini disebabkan oleh keterbatasan sumber daya manusia, kurangnya sarana dan prasarana pendukung, serta belum adanya sistem pelayanan berbasis teknologi informasi. Namun demikian, pemerintah desa telah berupaya memperbaiki kualitas pelayanan melalui peningkatan disiplin kerja, pelayanan yang ramah, serta komitmen untuk merespon kebutuhan masyarakat secara cepat dan tepat. Penilaian kualitas pelayanan dianalisis menggunakan teori Hardiyansyah dengan lima indikator yaitu: tangible, reliability, responsiveness, assurance, dan empathy. Penelitian ini menyimpulkan bahwa pelayanan administrasi di Kantor Kepala Desa Sungai Sanggul sudah berjalan cukup baik namun masih memerlukan peningkatan agar pelayanan publik menjadi lebih efektif dan efisien sesuai dengan harapan masyarakat.

Kata Kunci: Pemerintah Desa, Pelayanan Administrasi, Kualitas Pelayanan

ABSTRACT

This research aims to explore the role of the village government in improving administrative services to the community at the Office of the Head of Sungai Sanggul Village, Panai Hilir District, Labuhanbatu Regency. This study employed a descriptive qualitative approach with data collection techniques including interviews, observations, and documentation. The informants involved in the study were the village head, village officials, and local residents. The results indicate that the role of the village government in enhancing administrative services is not yet fully optimal. This is due to limitations in human resources, a lack of supporting facilities and infrastructure, and the absence of an information technology-based service system. Nevertheless, the village government has made efforts to improve service quality through better work discipline, friendly service, and a commitment to respond quickly and accurately to community needs. Service quality assessment was analyzed using Hardiyansyah's theory, which includes five indicators: tangible, reliability, responsiveness, assurance, and empathy. This study concludes that administrative services at the Sungai Sanggul Village Office have been fairly well implemented but still require improvements to make public services more effective and efficient, in line with the expectations of the community.

Keywords: Village Government, Administrative Services, Service Quality