

ABSTRAK

Pelayanan administrasi gampong merupakan salah satu bentuk pelayanan publik yang berperan penting dalam pemenuhan kebutuhan administratif masyarakat di tingkat desa. Namun, dalam praktiknya masih banyak dijumpai permasalahan pelayanan, seperti ketidakpastian lokasi pelayanan, rendahnya kehadiran aparatur di kantor gampong, keterlambatan penyelesaian dokumen, serta adanya keluhan masyarakat terkait sikap dan responsivitas aparatur gampong. Fenomena tersebut juga terjadi di Gampong Lancok-Lancok, Kecamatan Kuala, Kabupaten Bireuen, di mana masyarakat sering harus mendatangi rumah aparatur gampong untuk mengurus administrasi, sehingga pelayanan belum berjalan secara efektif dan terpusat. Penelitian ini bertujuan untuk menganalisis pelayanan administrasi gampong dalam meningkatkan pelayanan publik di Gampong Lancok-Lancok serta mengidentifikasi hambatan-hambatan yang dihadapi dalam pelaksanaannya. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Informan penelitian ditentukan secara purposive sampling, meliputi Keuchik Gampong Lancok-Lancok, Sekretaris Gampong, Kaur Pemerintahan, Kaur Umum, serta masyarakat sebagai penerima layanan. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Analisis penelitian ini menggunakan teori kualitas pelayanan publik dari Zeithaml yang meliputi aspek bukti fisik (*tangible*), keandalan (*reliability*), daya tanggap (*responsiveness*), dan jaminan (*assurance*). Hasil penelitian menunjukkan bahwa pelayanan administrasi gampong di Gampong Lancok-Lancok belum berjalan secara optimal. Dari aspek bukti fisik, fasilitas pelayanan belum dimanfaatkan secara maksimal. Dari aspek keandalan dan daya tanggap, pelayanan masih bergantung pada kehadiran Keuchik sehingga sering terjadi keterlambatan layanan. Sementara itu, dari aspek jaminan, kepastian waktu dan prosedur pelayanan belum sepenuhnya dirasakan oleh masyarakat. Hambatan utama yang ditemukan meliputi keterbatasan sumber daya manusia, rendahnya disiplin aparatur, serta belum adanya sistem pelayanan yang terstandar dan transparan. Kesimpulan penelitian ini menunjukkan bahwa peningkatan kualitas pelayanan administrasi gampong memerlukan penguatan kapasitas aparatur, penataan sistem pelayanan yang lebih terpusat di kantor gampong, serta peningkatan kedisiplinan dan transparansi guna mewujudkan pelayanan publik yang efektif dan berkeadilan bagi masyarakat.

Kata Kunci: Pelayanan Publik, Administrasi Gampong, Kualitas Pelayanan

ABSTRACT

Village administrative services are one form of public service that plays an important role in fulfilling the administrative needs of the community at the village level. However, in practice, various service-related problems are still frequently encountered, such as uncertainty in service locations, low attendance of village officials at the village office, delays in document processing, and public complaints regarding the attitude and responsiveness of village apparatus. This phenomenon also occurs in Lancok-Lancok Village, Kuala District, Bireuen Regency, where community members often have to visit the private homes of village officials to process administrative documents, indicating that services have not been carried out effectively and in a centralized manner. This study aims to analyze village administrative services in improving public service delivery in Lancok-Lancok Village and to identify the obstacles faced in their implementation. This research employs a qualitative approach with a descriptive method. Informants were selected using purposive sampling, consisting of the Village Head (Keuchik), Village Secretary, Head of Government Affairs, Head of General Affairs, and community members as service recipients. In terms of tangible aspects, service facilities have not been utilized effectively. Regarding reliability and responsiveness, service delivery remains highly dependent on the presence of the Village Head, resulting in frequent service delays. Meanwhile, from the assurance aspect, certainty in service timeframes and procedures has not been fully experienced by the community. The main obstacles identified include limited human resources, low discipline among village officials, and the absence of a standardized and transparent service system. This study concludes that improving the quality of village administrative services requires strengthening the capacity of village officials, reorganizing a more centralized service system at the village office, and enhancing discipline and transparency in order to realize effective and equitable public services for the community.

Keywords: *Administrative Services, Public Services, Village, Service Quality*