

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pelaksanaan Pelayanan Administrasi Terpadu Kecamatan (PATEN) dalam meningkatkan kualitas pelayanan publik di Kecamatan Banda Baro Kabupaten Aceh Utara serta mengetahui faktor-faktor yang menjadi penghambat dalam pelaksanaan PATEN. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Analisis kualitas pelayanan menggunakan teori SERVQUAL yang terdiri dari lima dimensi, yaitu bukti fisik (tangibles), keandalan (reliability), daya tanggap (responsiveness), jaminan (assurance), dan empati (empathy). Hasil penelitian menunjukkan bahwa pelaksanaan PATEN di Kecamatan Banda Baro telah berjalan cukup baik dalam memberikan pelayanan administrasi kepada masyarakat. Pada dimensi tangibles masih terdapat keterbatasan sarana dan prasarana. Pada dimensi reliability, petugas telah berupaya memberikan pelayanan sesuai prosedur. Pada dimensi responsiveness, petugas berupaya membantu masyarakat, meskipun ketepatan waktu pelayanan masih dipengaruhi jumlah pelayanan dan kendala teknis. Dimensi assurance dan empathy telah berjalan cukup baik melalui sikap sopan, pemberian informasi, perhatian, dan keramahan petugas. Faktor penghambat meliputi keterbatasan sarana dan prasarana, sumber daya manusia, kurangnya pemahaman masyarakat, serta kendala teknis.

Kata Kunci: Pelayanan Publik, PATEN, Kualitas Pelayanan, SERVQUAL, Kecamatan Banda Baro.

ABSTRACT

This study aims to determine and analyze the implementation of the Integrated District Administrative Service (PATEN) in improving the quality of public services in Banda Baro District, North Aceh Regency, and to identify the factors that hinder its implementation. This study employed a descriptive method with a qualitative approach. Data were collected through observation, interviews, and documentation. Service quality was analyzed using the SERVQUAL theory, consisting of five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. The results show that the implementation of PATEN in Banda Baro District has generally been carried out quite well in providing administrative services to the community. In the tangibles dimension, there are still limitations in service facilities and infrastructure. In the reliability dimension, officers have made efforts to provide services in accordance with applicable procedures. In the responsiveness dimension, officers have attempted to assist the community, although service timeliness is still affected by the number of services and technical problems. The assurance and empathy dimensions have been implemented relatively well through officers' polite attitudes, provision of information, attention, and friendliness. The factors hindering PATEN implementation include limited facilities and infrastructure, human resources, insufficient public understanding, and technical problems. Therefore, improvements in facilities, human resources, public information, and technical preparedness are needed.

Keywords: *Public Service, PATEN, Service Quality, SERVQUAL, Banda Baro District.*