

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kualitas pelayanan masyarakat pada Kantor Camat Banyuasin I. Penelitian ini dilatarbelakangi oleh adanya keluhan masyarakat terkait fasilitas pelayanan serta kebingungan mengenai persyaratan dan prosedur pelayanan. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif deskriptif. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 72 responden yang dipilih menggunakan teknik sampling insidental. Analisis kualitas pelayanan dilakukan berdasarkan lima dimensi SERVQUAL, yaitu bukti fisik (*tangibles*), keandalan (*reliability*), daya tanggap (*responsiveness*), jaminan (*assurance*), dan empati (*empathy*). Hasil penelitian menunjukkan bahwa kualitas pelayanan masyarakat pada Kantor Camat Banyuasin I memperoleh nilai rata-rata sebesar 82,9% yang termasuk dalam kategori sangat baik. Dimensi jaminan (*assurance*) memperoleh nilai tertinggi, sedangkan dimensi bukti fisik (*tangibles*) dan keandalan (*reliability*) memperoleh nilai terendah dengan persentase masing-masing 82,4%, namun tetap berada pada kategori sangat baik. Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa kualitas pelayanan masyarakat pada Kantor Camat Banyuasin I telah berjalan dengan sangat baik. Hasil penelitian ini diharapkan dapat menjadi bahan masukan bagi Kantor Camat Banyuasin I dalam mempertahankan dan meningkatkan kualitas pelayanan kepada masyarakat.

Kata kunci: *Kualitas Pelayanan, Pelayanan Masyarakat, Metode SERVQUAL*

ABSTRACT

This study aims to analyze the quality of public services at the Banyuasin I Subdistrict Office. The research was motivated by public complaints regarding service facilities and confusion about service requirements and procedures. This study employed a descriptive quantitative method. Data were collected through questionnaires distributed to 72 respondents selected using incidental sampling techniques. The analysis of service quality was based on the five SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. The results showed that the quality of public services at the Banyuasin I Subdistrict Office achieved an average score of 82.9%, which falls into the very good category. The assurance dimension obtained the highest score, while the tangibles and reliability dimensions obtained the lowest scores of 82.4% each; however, both dimensions were still categorized as very good. Based on these findings, it can be concluded that the quality of public services at the Banyuasin I Subdistrict Office has been implemented very well. The results of this study are expected to provide useful input for the Banyuasin I Subdistrict Office in maintaining and improving the quality of services provided to the public.

Keyword: *Service Quality, Public Service, SERVQUAL Method*

