

RINGKASAN

Silvana Kissy Amanda. 21105520010. *Analisis Pelayanan Publik Dalam Pengurusan Kartu Identitas Anak (KIA) di Kantor Desa Dawuhan Kecamatan Kademangan Kabupaten Blitar.* Di bawah bimbingan: 1. Sutowo, S.Sos., M.A.P., 2. Ferida Asih Wilujeng, S.Sos., M.AP.

Pelayanan publik yang berkualitas mencerminkan tingkat kepuasan masyarakat terhadap pelayanan yang diterima. Penelitian ini dilatarbelakangi oleh kendala dalam proses pengurusan Kartu Identitas Anak (KIA), seperti kurangnya respon cepat dan tanggap dari perangkat desa serta keterbatasan dalam membangun komunikasi yang efektif dengan masyarakat. Tujuan dari penelitian ini adalah untuk mengetahui prosedur pengurusan Kartu Identitas Anak (KIA) dan menganalisis kualitas pelayanan publik di Kantor Desa Dawuhan Kecamatan Kademangan Kabupaten Blitar.

Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data berupa observasi, wawancara, dan dokumentasi. Analisis dilakukan berdasarkan lima dimensi kualitas pelayanan menurut Zeithmal, Prasuraman, dan Berry (1990), yakni *Tangible*, *Reliability*, *Responsiviness*, *Assurance*, dan *Empathy*. Hasil penelitian menunjukkan bahwa dimensi *Tangible* telah terpenuhi secara optimal, hal ini dapat dilihat dari ketersediaan sarana dan prasarana yang mendukung proses pelayanan. Dimensi *Reliability* menunjukkan hasil yang baik melalui ketepatan dan ketelitian petugas dalam menjalankan prosedur. Namun, pada dimensi *responsiviness* masih ditemukan kekurangan,, seperti kurangnya ketanggapan dan konsistensi pelayanan dari sebagian petugas. Demikian pula pada dimensi *Assurance*, meskipun masyarakat secara umum merasa percaya terhadap pelayanan yang diberikan, masih terdapat kelemahan dalam penguasaan teknis oleh beberapa petugas. Adapun dimensi *Empathy* menunjukkan bahwa komunikasi dengan masyarakat telah diterapkan dengan baik. Melihat kondisi tersebut, pelayanan publik perlu ditingkatkan agar pelayanan lebih personal dan dapat memenuhi kebutuhan masyarakat

Kata kunci : Pelayanan publik, Kualitas pelayanan, Kartu Identitas Anak (KIA),
Desa Dawuhan

SUMMARY

Silvana Kissy Amanda. 21105520010. *Analysis of Child Identity Card (KIA) Processing Procedures at the Dawuhan Village Office, Kademangan District, Blitar Regency.* Under the guidance of: 1. Sutowo, S.Sos., M.A.P., 2. Ferida Asih Wilujeng, S.Sos., M.AP.

Quality public services reflect the level of public satisfaction with the services received. This research was motivated by obstacles in the process of managing the Child Identity Card (KIA), such as the lack of a quick and responsive response from village officials and limitations in building effective communication with the community. The purpose of this study was to determine the procedures for managing the Child Identity Card (KIA) and analyze the quality of public services at the Dawuhan Village Office, Kademangan District, Blitar Regency.

This research uses descriptive qualitative methods with data collection techniques in the form of observation, interviews, and documentation. The analysis was conducted based on the five dimensions of service quality according to Zeithmal, Prasuraman, and Berry (1990), namely Tangible, Reliability, Responsiveness, Assurance, and Empathy. The results showed that the Tangible dimension has been fulfilled optimally, this can be seen from the availability of facilities and infrastructure that support the service process. The Reliability dimension shows good results through the accuracy and thoroughness of officers in carrying out procedures. However, the responsiveness dimension still found shortcomings, such as the lack of responsiveness and consistency of service from some officers. Similarly, in the Assurance dimension, although the community generally feels confident in the services provided, there are still weaknesses in technical mastery by some officers. The Empathy dimension shows that communication with the community has been well implemented. Seeing these conditions, public services need to be improved so that services are more personalized and can meet the needs of the community.

Keywords : Public service, Service quality, Child Identity Card (KIA), Dawuhan Village,