

RINGKASAN

Moh Mahmud, 2025. **Kualitas Pelayanan Publik Kantor Desa Patalan Kecamatan Wonomerto Kabupaten Probolinggo** Veronica Sri Astuti N., S.E., M.Si, Andhi Nur Rahmadi, S.IP., M.IP

Penelitian ini bertujuan untuk mengetahui kualitas pelayanan publik di Kantor Desa Patalan, Kecamatan Wonomerto, Kabupaten Probolinggo, serta menganalisis faktor-faktor pendukung dan penghambat dalam proses pelayanan tersebut. Penelitian ini dilatarbelakangi oleh masih digunakannya metode pelayanan konvensional di tengah era digitalisasi yang menuntut pelayanan cepat, efisien, dan berbasis teknologi. Permasalahan lain yang ditemukan meliputi kurangnya informasi alur pelayanan, sarana prasarana yang belum memadai, dan praktik pungutan liar (pungli) pada masa pemerintahan sebelumnya.

Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan fenomenologi. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi. Teori yang digunakan mengacu pada lima dimensi kualitas pelayanan publik menurut Zeithaml, Parasuraman, dan Berry dalam Pasolong (2011), yaitu *Tangibles* (bukti fisik), *Reliability* (keandalan), *Responsiveness* (daya tanggap), *Assurance* (jaminan), dan *Empathy* (empati).

Hasil penelitian menunjukkan bahwa kualitas pelayanan publik di Kantor Desa Patalan masih perlu ditingkatkan. Masyarakat menilai bahwa pelayanan kurang informatif, belum optimal dari segi sarana fisik, dan belum berbasis digital sepenuhnya. Faktor pendukung berupa tersedianya perangkat elektronik dan kesadaran aparatur desa mulai meningkat. Sedangkan faktor penghambatnya adalah rendahnya kesiapan masyarakat terhadap teknologi serta keterbatasan ruang pelayanan. Penelitian ini diharapkan dapat menjadi rekomendasi dalam perbaikan sistem pelayanan publik di desa.

Kata Kunci: Kualitas Pelayanan Publik Kantor Desa Patalan Kecamatan Wonomerto Kabupaten Probolinggo.

SUMMARY

Moh Mahmud, 2025, *Quality of Public Services at the Patalan Village Office, Wonomerto District, Probolinggo Regency* Veronica Sri Astuti N., S.E., M.Si, Andhi Nur Rahmadi, S.IP., M.IP

This study aims to examine the quality of public services at the Patalan Village Office, Wonomerto District, Probolinggo Regency, and to analyze the supporting and inhibiting factors in its service process. The study is motivated by the continued use of conventional service methods despite the growing demands for fast, efficient, and technology-based public services in the digital era. Other identified problems include a lack of service flow information, inadequate infrastructure, and the previous occurrence of illegal levies (extortion) during prior administrations.

This research adopts a qualitative descriptive method with a phenomenological approach. Data were collected through observation, interviews, and documentation. The theoretical framework is based on the five dimensions of service quality by Zeithaml, Parasuraman, and Berry in Pasolong (2011): *Tangibles, Reliability, Responsiveness, Assurance*, and *Empathy*.

The results indicate that the quality of public services in the Patalan Village Office still requires improvement. The public perceives the services as lacking in information, not fully supported by adequate physical facilities, and not yet digitally integrated. Supporting factors include the availability of electronic equipment and growing awareness among village officials. Inhibiting factors include low digital literacy among residents and limited service space. This study is expected to provide recommendations for improving public service systems in rural areas.

Keywords: Quality of Public Services at the Patalan Village Office, Wonomerto District, Probolinggo Regency