

ABSTRAK

NURUL FIDYAH SYAILIA. 2024. *Peran Knowledge Sharing Behaviour Dalam Meningkatkan Kualitas Layanan Publik Dikantor Lurah Borongloe Kabupaten Gowa*. Skripsi. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh: Muh. Nur R dan Andi Nur Achsanuddin.

Penelitian ini merupakan jenis penelitian bersifat kualitatif dengan tujuan untuk mengetahui secara pasti Peran *knowledge sharing behaviour* dalam meningkatkan kualitas layanan publik dikantor Lurah Borongloe Kabupaten Gowa. Adapun jenis data yang digunakan adalah deskriptif kualitatif dengan pengumpulan data melalui observasi dan wawancara. Hasil penelitian yang dapat ditulis menunjukkan bahwa peran *knowledge sharing* berperan penting untuk pegawai lurah borongloe dalam meningkatkan kualitas pelayanan yang diberikan kepada masyarakat. Dikatakan berperan penting karena dilihat dari dimensi *knowledge sharing* dan *kualitas layanan*, peneliti menemukan ada empat indikasi yang dapat mempengaruhinya yaitu *knowledge donating* (penstransferan pengetahuan), *knowledge collection* (pengumpulan pengetahuan), kualitas teknis (apa yang diperoleh dari layanan), dan kualitas fungsional (bagaimana cara memperoleh pelayanan). Meskipun peran *knowledge sharing* terhadap pegawai belum optimal, mereka tetap mengedepankan prioritas integritas dengan tetap memberikan layanan prima.

Kata kunci : *Berbagi Pengetahuan, faktor yang mempengaruhi kualitas layanan publik.*

ABSTRACT

NURUL FIDYAH SYAILIA. 2024. *The Role of Knowledge Sharing Behavior in Improving the Quality of Public Services at the Borongloe Village Head Office, Gowa Regency. Thesis. Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Makassar. Supervised by: Main Supervised Muh. Nur R and Co-Supervisor Andi Nur Achsanuddin.*

This research is a type of qualitative research with the aim of knowing exactly the role of knowledge sharing behavior in improving the quality of public services at the Borongloe Village Head Office, Gowa Regency. The type of data used is descriptive qualitative with data collection through observation and interviews. The research results that can be written show that the role of knowledge sharing plays an important role for borongloe village head employees in improving the quality of services provided to the community. It is said to play an important role because seen from the dimensions of knowledge sharing and service quality, researchers found that there are four indications that can affect it, namely knowledge donating (knowledge transfer), knowledge collection (knowledge collection), technical quality (what is obtained from services), and functional quality (how to get services). Although the role of knowledge sharing for employees is not optimal, they still prioritize integrity by continuing to provide excellent service.

Keywords: *Knowledge sharing, factors affecting public service quality.*

