

ABSTRAK

Nur Fatima, Jaelan Usman, dan Riskasari. Kualitas Pelayanan Keimigrasian Di Mal Pelayanan Publik Kabupaten Gowa.

Penelitian ini bertujuan untuk mengetahui Kualitas Pelayanan Keimigrasian Di Mal Pelayanan Publik Kabupaten Gowa. Fokus kajian penelitian ini mencakup aspek kualitas pelayanan yang meliputi bukti fisik, keandalan, daya tanggap, jaminan, dan empati sebagaimana diuraikan dalam teori Zeithaml, Parasuraman, dan Berry. Pembahasan dalam penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa kualitas pelayanan keimigrasian yang diberikan di Mal Pelayanan Publik Kabupaten Gowa sudah berjalan baik, namun belum optimal karena masih terdapat kendala teknis dan kelemahan dalam komunikasi petugas. Secara umum, kualitas pelayanan dinilai baik pada aspek fasilitas fisik, kemampuan proses, daya tanggap, jaminan, dan empati. Meskipun fasilitas dan penataan ruang sudah memadai, gangguan sistem masih menghambat kelancaran layanan. Proses pelayanan berjalan sesuai prosedur, namun konsistensi informasi belum merata. Respons petugas sudah baik, namun pendampingan dan pemberian informasi saat terjadi masalah masih perlu ditingkatkan. Oleh karena itu, penelitian ini merekomendasikan perbaikan sistem teknis, penguatan dan evaluasi komunikasi petugas, serta peningkatan kualitas fasilitas dan pendekatan pelayanan guna meningkatkan kepuasan masyarakat.

Kata Kunci : *Pelayanan, Kualitas, Keimigrasian, Masyarakat.*

ABSTRACT

Nur Fatima, Jaelan Usman, and Riskasari. Quality of Immigration Services at the Gowa Regency Public Service Mall.

This study aims to determine the quality of immigration services at the Gowa Regency Public Service Mall. The focus of this study covers aspects of service quality, including tangibles, reliability, responsiveness, assurance, and empathy, as outlined in the theory of Zeithaml, Parasuraman, and Berry. The discussion in this study uses a descriptive qualitative method with data collection techniques through observation, interviews, and documentation. The results indicate that the quality of immigration services provided at the Gowa Regency Public Service Mall is running well, but not optimal due to technical constraints and weaknesses in officer communication. In general, service quality is assessed as good in terms of physical facilities, processing capability, responsiveness, assurance, and empathy. Although the facilities and spatial arrangement are adequate, system disruptions still hamper smooth service delivery. The service process runs according to procedure, but the consistency of information is uneven. Officer response is good, but assistance and information provision when problems arise still need to be improved. Therefore, this study recommends improving technical systems, strengthening and evaluating officer communication, and enhancing the quality of facilities and service approaches to increase public satisfaction.

Keywords: Service, Quality, Immigration, Community.