

ABSTRAK

Syarqyah Puspita Aliani, 2026. Kualitas Pelayanan Front Office di Mall Pelayanan Publik Kabupaten Barru (Dibimbing Oleh Dr. Nur Wahid, S.Sos,M.Si dan Dian Lestari, S.Sos.,M.AP)

Pelayanan publik merupakan fungsi utama pemerintah dalam memenuhi hak masyarakat serta mencerminkan kualitas tata kelola pemerintahan. Mall Pelayanan Publik (MPP) hadir sebagai inovasi pelayanan terpadu untuk meningkatkan efisiensi, transparansi, dan kepuasan masyarakat. Front office memiliki peran strategis sebagai garda terdepan karena berinteraksi langsung dengan pengguna layanan dan membentuk persepsi terhadap kualitas pelayanan secara keseluruhan. Meskipun pelayanan di MPP Kabupaten Barru secara umum tergolong baik, masih ditemukan kendala pada unit front office, seperti belum optimalnya fasilitas antrian dan kedisiplinan petugas pada waktu tertentu, yang berpotensi menghambat kelancaran dan keadilan pelayanan. Kondisi tersebut menunjukkan perlunya peningkatan kualitas pelayanan front office. Oleh karena itu, penelitian ini bertujuan untuk mengetahui kualitas pelayanan yang diberikan oleh front office dalam mendukung pelayanan terpadu di Mall Pelayanan Publik Kabupaten Barru. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Data dalam penelitian ini terbagi menjadi dua yaitu primer dan sekunder dengan pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi dengan informan yang terdiri atas pimpinan MPP, Front Office Dukcapil dan DMPTSPSP serta masyarakat pengguna layanan MPP. Kualitas Pelayanan dilihat Berdasarkan indikator dikemukakan Pasolong (2008) yaitu *tangibles*, *reliability*, *responsiveness*, *assurance* dan *empathy*. Hasil penelitian menunjukkan bahwa kualitas pelayanan *front office* di Mall Pelayanan Publik (MPP) Kabupaten Barru berdasarkan indikator *tangibles*, *reliability*, *responsiveness*, *assurance*, dan *empathy* tergolong cukup baik, namun belum optimal. Kendala masih terdapat pada sarana prasarana, kedisiplinan petugas, serta konsistensi pelayanan. Pada indikator *empathy*, meskipun telah diupayakan melalui SOP, komunikasi, dan perhatian kepada kelompok prioritas, penerapannya belum konsisten, ditandai dengan kurangnya keramahan, inisiatif petugas, serta persepsi ketidakadilan.

Kata Kunci: kualitas pelayanan, front office , mall pelayanan publik

ABSTRACT

Syarqyah Puspita Aliani, 2026 Quality of front office service at the Barru regency public service Mall (Supervised by Dr. Nur Wahid, S.Sos., M.Si and Dian Lestari, S.Sos., M.AP)

Public services are the main function of the government in fulfilling the rights of the community and reflecting the quality of governance. The Public Service Mall (MPP) is present as an integrated service innovation to increase efficiency, transparency, and community satisfaction. The front office has a strategic role as the front line because it interacts directly with service users and shapes the perception of the overall quality of service. Although the service at the Barru Regency MPP is generally relatively good, there are still obstacles found in the front office unit, such as not optimal queue facilities and officer discipline at certain times, which have the potential to hinder the smooth and fair service delivery. This condition shows the need to improve the quality of front office services. Therefore, this study aims to determine the quality of services provided by the front office in supporting integrated services in the Barru Regency Public Service Mall. This study uses a qualitative approach with a descriptive research type. The data in this study is divided into two, namely primary and secondary with data collection carried out through observation, in-depth interviews, and documentation with informants consisting of MPP leaders, Dukcapil and DMPTPSP Front Offices and MPP service users. Service Quality is seen based on the indicators stated by Pasolong (2008), namely tangibles, reliability, responsiveness, and assurance. The results of the study show that the quality of front office services at the Public Service Mall (MPP) of Barru Regency based on tangible indicators, reliability, responsiveness, assurance, and empathy is quite good, but not optimal. Obstacles still exist in infrastructure, officer discipline, and service consistency. In the empathy indicator, although efforts have been made through SOPs, communication, and attention to priority groups, the implementation has not been consistent, characterized by a lack of friendliness, officer initiative, and perception of injustice..

Keywords: service quality, front office , public service mall