

ABSTRAK

Tesis ini berjudul : **EFEKTIVITAS MODEL PELAYANAN TERPADU DALAM MENINGKATKAN KUALITAS PELAYANAN (Studi pada DINAS PENDIDIKAN KABUPATEN CIAMIS, AYU ANDINI, NIM. 82342425004, di bawah bimbingan Dr. H. Asep Nurwanda,S.HI.,M.Si. (Pembimbing I), Dr. Hj. Kiki Endah., S.Sos., M.Si. (Pembimbing II).** Penelitian ini bertujuan untuk mengetahui Efektivitas Model Pelayanan Terpadu Dalam Meningkatkan Kualitas Pelayanan di Dinas Pendidikan Kabupaten Ciamis. Pelayanan adalah sebuah aktivitas memberikan bantuan atau pertolongan untuk memenuhi kebutuhan seseorang baik berupa materi maupun non materi agar orang tersebut mendapatkan apa yang dibutuhkan sesuai harapannya sehingga orang tersebut mendapatkan kepuasan. Pendidikan merupakan salah satu pelayanan dasar yang diberikan kepada masyarakat oleh pemerintah, tidak terkecuali Pemerintah Kabupaten Ciamis melalui Dinas Pendidikan Kabupaten Ciamis. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Data penelitian diperoleh melalui wawancara, observasi, dan dokumentasi. Teknik analisis data menggunakan reduksi data (*data reduction*), penyajian data (*data display*), dan pengambilan keputusan (*verification*) dari Sugiyono. Teori yang relevan dengan permasalahan ini yaitu teori kualitas pelayanan menurut Zeithaml, Parasuraman, dan Barry dalam Buku Kebijakan dan Kinerja Birokrasi Pendidikan milik Suryana dan kawan-kawan. Hasil penelitian menunjukkan bahwa efektivitas model pelayanan terpadu dalam meningkatkan kualitas pelayanan di Dinas Pendidikan Kabupaten Ciamis diukur melalui dimensi *tangibles* (bukti fisik), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan), dan *empathy* (empati) cukup efektif. Hambatan efektivitas model pelayanan terpadu dalam meningkatkan kualitas pelayanan di Dinas Pendidikan Kabupaten Ciamis yaitu fasilitas yang kurang memadai, prosedur pelayanan yang sulit dipahami, dan kualitas sumberdaya manusia yang masih kurang. Upaya efektivitas model pelayanan terpadu dalam meningkatkan kualitas pelayanan di Dinas Pendidikan Kabupaten Ciamis yaitu meningkatkan fasilitas (sarana dan prasarana), menyederhanakan prosedur pelayanan agar lebih mudah dipahami, dan meningkatkan kualitas sumber daya manusia pegawainya. Dapat disimpulkan, bahwa Model Pelayanan Terpadu Dalam Meningkatkan Kualitas Pelayanan (Studi Pada Dinas Pendidikan Kabupaten Ciamis) melalui dimensi *tangibles* (bukti fisik), *reliability* (keandalan), *responsiveness* (daya tanggap), *assurance* (jaminan) dan *empathy* (empati) cukup efektif.

Kata Kunci : Efektivitas, Kualitas Pelayanan, Model Pelayanan, Pendidikan, Pelayanan Terpadu.

ABSTRACT

This thesis entitled : “The Effectiveness of the Integrated Service Model in Improving Public Service Quality: A Study at the Ciamis Regency Education Office.” AYU ANDINI, NIM. 82342425004, di bawah bimbingan Dr. H. Asep Nurwanda, S.HI., M.Si. (Pembimbing I), Dr. Hj. Kiki Endah., S.Sos., M.Si. (Pembimbing II). This study aims to examine and analyze the effectiveness of the Integrated Service Model in improving public service quality at the Ciamis Regency Education Office. Service refers to an activity of providing assistance or support to meet the needs of individuals, whether tangible or intangible, with the aim of fulfilling their expectations and achieving customer satisfaction. Education is one of the fundamental public services provided by the government, including those delivered by the Ciamis Regency Government through the Ciamis Regency Education Office. This study employed a qualitative research method with a descriptive approach. The research data were collected through interviews, observations, and documentation. Data analysis was conducted using Sugiyono's qualitative data analysis technique, which consists of data reduction, data display, and conclusion drawing and verification. The theoretical framework employed in this study is the service quality theory proposed by Zeithaml, Parasuraman, and Berry, as presented in Educational Bureaucracy Policy and Performance by Suryana et al. The results of the study indicate that the Integrated Service Model has been fairly effective in improving public service quality at the Ciamis Regency Education Office. This is evidenced by the achievement of the five service quality dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. The study identified several obstacles affecting the effectiveness of the Integrated Service Model in improving public service quality at the Ciamis Regency Education Office, including inadequate facilities, service procedures that are difficult for the public to understand, and insufficient human resource competence. The study found that efforts to enhance the effectiveness of the Integrated Service Model in improving public service quality at the Ciamis Regency Education Office include upgrading service facilities and infrastructure, simplifying service procedures to improve public understanding, and strengthening the competence of human resources involved in service delivery. It can be concluded that the Integrated Service Model has been fairly effective in improving public service quality at the Ciamis Regency Education Office, as demonstrated by the achievement of the five service quality dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

Keywords: Education, Effectiveness, Integrated Service Model, Public Service, Service Quality.