

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui kualitas pelayanan e-Pak Ladi di Desa Parerejo dan apa saja faktor yang mempengaruhi pelayanan tersebut. Penelitian ini menggunakan metode penelitian kualitatif Deskriptif. Informan adalah Kepala Desa, Sekretaris Desa, Operator Kios E-Pak Ladi, dan Masyarakat selaku kelompok penerima manfaat. Hasil menunjukkan bahwa Pelaksanaan Program E-Pak Ladi dengan berdasar pada teori kualitas pelayanan dari Zeithaml (1990): (1) administrasi E-Pak Ladi di Desa Parerejo telah memenuhi aspek Tangibles. (2) kualitas pelayanan E-Pak Ladi di Desa Parerejo belum memenuhi aspek Emphaty (3) kualitas pelayanan E-Pak Ladi belum memenuhi aspek. (4) kualitas pelayanan administrasi E-Pak Ladi di Desa Parerejo belum memenuhi aspek Responsiviness. (5) kualitas pelayanan administrasi E-Pak Ladi di Desa Parerejo belum memenuhi aspek Assurance. Adapun faktor pendukung dalam meningkatkan kualitas pelayanan E-Pak Ladi adalah: (1) Dukungan dari berbagai pihak seperti BPD dan struktur di Desa yang lainnya. (2) Mekanisme atau prosedur yang baku dari Dinas terkait. (3) Masifnya komunikasi melalui media. (4) SDM pegawai di Kantor Parerejo yang kompeten. Adapun faktor penghambat dalam meningkatkan kualitas pelayanan E-Pak Ladi adalah : (1) Janji yang disampaikan oleh Pemerintah Desa terkait Program E-Pak Ladi tidak sesuai dengan fakta di lapangan. 2) Sikap atau pola komunikasi individu beberapa pegawai di Desa Parerejo yang kurang ramah.

Kata Kunci: Administrasi Kependudukan; Kios e-Pak Ladi; Kualitas Pelayanan Publik

## ABSTRACT

*The research objective was to determine the quality of E-Pak Ladi services in Parerejo Village and what factors influenced these services. This study uses a qualitative descriptive research method. The informants were the Village Head, Village Secretary, E-Pak Ladi Kiosk Operator, and the Community as the beneficiary group. The results showed that the implementation of the E-Pak Ladi Program was based on the theory of service quality from Zeithaml (1990): (1) the implementation of E-Pak Ladi in Parerejo Village fulfilled the Tangibles aspect. (2) the quality of E-Pak Ladi's service in Parerejo Village did not meet the Empathy aspect (3) the quality of E-Pak Ladi's service did not meet the aspect. (4) The quality of E-Pak Ladi's administrative services in Parerejo Village does not yet meet the Responsiveness aspect. (5) The quality of E-Pak Ladi's administrative services in Parerejo Village has not met the Assurance aspect. Supporting factors in improving the quality of E-Pak Ladi services are (1) Support from various parties such as the BPD and other apparatus in the village. (2) Mechanisms or standard procedures from related agencies. (3) Massive communication through the media. (4) Competent human resources in the Parerejo Office. The inhibiting factors for improving the quality of E-Pak Ladi services are: (1) The promises of the Village Government regarding the E-Pak Ladi Program do not match the facts on the ground. (2) The attitude or individual communication patterns of some employees in Parerejo Village are less friendly.*

*Keywords: e-Pak Ladi Kiosk; Public Service Quality; Population Administration*