

ABSTRAK

ANALISIS KINERJA LAYANAN ADMINISTRATIF BAGIAN KLAIM DI PT ASKRINDO CABANG LAMPUNG

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Layanan administrasi adalah kegiatan yang mencakup pengelolaan data, dokumen, dan proses administratif untuk mendukung kelancaran operasional suatu organisasi atau instansi. Penelitian ini bertujuan menganalisis kinerja layanan administratif bagian klaim di PT Askrindo Cabang Lampung sebagai upaya meningkatkan efektivitas operasional dan kepuasan pelanggan. Dengan menggunakan pendekatan deskriptif kualitatif, penelitian ini mengumpulkan data melalui observasi, wawancara, dokumentasi, dan studi pustaka. Indikator yang digunakan dalam penilaian kinerja mencakup kualitas, kuantitas, ketepatan waktu, efektivitas, dan kemandirian. Hasil penelitian menunjukkan bahwa PT Askrindo Cabang Lampung telah menerapkan sistem layanan administratif berbasis teknologi dengan aplikasi Digioffice, yang mampu meningkatkan efisiensi dan akurasi proses. Namun, masih terdapat kendala dalam penerapan teknologi serta kepatuhan terhadap SOP. Rekomendasi perbaikan meliputi peningkatan pelatihan karyawan, pengembangan sistem penilaian kinerja yang lebih komprehensif, dan optimalisasi teknologi dalam proses administrasi.

**Kata Kunci : Kinerja Administratif, PT Askrindo, Layanan
Administratif, Digioffice, Penilaian Kinerja**

ABSTRACT

PERFORMANCE ANALYSIS OF ADMINISTRATIVE SERVICES CLAIMS SECTION AT PT ASKRINDO BRANCH LAMPUNG

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Administrative services are activities that include managing data, documents and administrative processes to support the smooth operations of an organization or agency. This research aims to analyze the performance of administrative services in the claims section at PT Askrindo Lampung Branch as an effort to increase operational effectiveness and customer satisfaction. Using a qualitative descriptive approach, this research collected data through observation, interviews, documentation and literature study. Indicators used in performance assessment include quality, quantity, timeliness, effectiveness and independence. The research results show that PT Askrindo Lampung Branch has implemented a technology-based administrative service system with the Digioffice application, which is able to increase process efficiency and accuracy. However, there are still obstacles in implementing technology and complying with SOPs. Recommendations for improvement include increasing employee training, developing a more comprehensive performance appraisal system, and optimizing technology in administrative processes.

Keywords: Administrative Performance, PT Askrindo, Administrative Services, Digioffice, Performance Assessment