

ABSTRAK

EVALUASI PROGRAM PEJABAT SILATURAHMI DAN BEKERJA DI DESA (PRAKARSA) DALAM PENINGKATAN KUALITAS PELAYANAN PUBLIK DI KABUPATEN TEBO TAHUN 2022-2023

Oleh

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Penelitian ini dilatarbelakangi oleh diterbitkannya Keputusan Bupati Tebo Nomor 891 Tahun 2022 tentang pelaksanaan Program Pejabat Silaturahmi dan Bekerja di Desa (PRAKARSA) sebagai inovasi pelayanan publik untuk mendekatkan pelayanan pemerintah daerah kepada masyarakat desa, khususnya di wilayah yang sulit dijangkau. Program ini telah dilaksanakan di beberapa desa pada setiap kecamatan, namun tidak dilanjutkan pada tahun 2023, sehingga perlu dikaji pelaksanaan program serta dampaknya terhadap kualitas pelayanan publik di Kabupaten Tebo. Penelitian ini bertujuan untuk menganalisis pelaksanaan Program PRAKARSA dan dampaknya terhadap kualitas pelayanan publik. Penelitian menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Analisis data dilakukan dengan menggunakan model SERVQUAL yang meliputi lima dimensi, yaitu *reliability*, *tangible*, *responsiveness*, *assurance*, dan *empathy*. Hasil penelitian menunjukkan bahwa pelaksanaan Program PRAKARSA berjalan cukup baik sebagai bentuk pelayanan publik langsung. Kehadiran pejabat daerah dan perangkat organisasi di desa membuka ruang komunikasi dua arah, mempermudah akses pelayanan, serta memungkinkan identifikasi persoalan masyarakat secara cepat. Namun, pelaksanaan program masih bersifat situasional dan belum didukung oleh standar operasional prosedur (SOP), sistem monitoring, serta mekanisme tindak lanjut yang terstruktur, sehingga keberlanjutan pelayanan belum terjamin secara optimal. Dari sisi dampak terhadap kualitas pelayanan publik, capaian program menunjukkan hasil yang bervariasi. Dimensi *tangible* memperlihatkan ketersediaan sarana pelayanan inti dan profesionalitas aparatur, meskipun kualitas fasilitas fisik belum merata. Dimensi *reliability*, *responsiveness*, dan *assurance* cukup baik pada saat pelaksanaan kegiatan, namun melemah pada tahap tindak lanjut. Sementara itu, dimensi *empathy* menjadi kekuatan utama program melalui pendekatan pelayanan yang humanis dan kedekatan antara pemerintah dan masyarakat desa. Secara keseluruhan, Program PRAKARSA berkontribusi positif dalam mendekatkan pelayanan publik dan meningkatkan kepercayaan masyarakat, namun memerlukan penguatan aspek kelembagaan agar kualitas pelayanan publik dapat terjaga secara konsisten dan berkelanjutan.

Kata kunci: Program PRAKARSA, Pelayanan Publik, Kualitas Pelayanan, SERVQUAL, Kabupaten Tebo.

ABSTRACT

EVALUATION OF THE OFFICIALS' FRIENDSHIP AND WORK IN THE VILLAGE (PRAKARSA) PROGRAM TO IMPROVE THE QUALITY OF PUBLIC SERVICES IN TEBO REGENCY IN 2022-2023

By

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This research is motivated by the issuance of Tebo Regent Decree Number 891 of 2022 concerning the implementation of the Officials' Meeting and Working in Villages (PRAKARSA) Program as a public service innovation to bring local government services closer to village communities, especially in hard-to-reach areas. This program has been implemented in several villages in each sub-district, but was discontinued in 2023, necessitating a study of the program's implementation and its impact on the quality of public services in Tebo Regency. This study aims to analyze the implementation of the PRAKARSA Program and its impact on the quality of public services. The study used a qualitative approach with data collection techniques through in-depth interviews, observation, and documentation. Data analysis was conducted using the SERVQUAL model, which includes five dimensions: reliability, tangibles, responsiveness, assurance, and empathy. The results showed that the implementation of the PRAKARSA Program was quite successful as a form of direct public service. The presence of local officials and organizational staff in villages opened up two-way communication, facilitated access to services, and enabled rapid identification of community problems. However, program implementation remains situational and lacks support from standard operating procedures (SOPs), a monitoring system, and a structured follow-up mechanism, thus ensuring optimal service continuity. In terms of impact on public service quality, program outcomes vary. The tangible dimension demonstrates the availability of core service facilities and the professionalism of staff, although the quality of physical facilities is uneven. The reliability, responsiveness, and assurance dimensions performed well during implementation but weakened during the follow-up phase. Meanwhile, empathy is the program's primary strength, fostering a humanistic approach to service delivery and fostering closeness between the government and village communities. Overall, the PRAKARSA Program has made a positive contribution to bringing public services closer and increasing public trust, but requires institutional strengthening to ensure consistent and sustainable service quality.

Keywords: PRAKARSA Programme, Public Services, Service Quality, SERVQUAL, Tebo Regency,