**Analysis of the Principles of Effectiveness, Efficiency Work and Quality of Population Administration Services Through the "Panah Srikandi" Application to Community Satisfaction (Case Study of Banjaranyar Village, Baureno Subdistrict), Yuwinda Yufa Fahira, M. Rizal Nur Irawan, Anjar Sulistyowati, 2024, Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Darul ’Ulum Lamongan.**

**ABSTRACT**

This study aims to determine the effectiveness, work efficiency, and service quality of operators in population administration services through the arrow srikandi application on community satisfaction in Banjaranyar Village. The research was conducted in Banjarnyar Village, Baureno Sub-district, involving the arrow srikandi application operator and 11 community samples as informants. The sample was obtained through purposive sampling, which is a sampling technique with certain considerations.

This research uses qualitative methods with data processing. Data collection used observation, interview, and documentation techniques. Observations were conducted in the Banjaranyar Village government environment during the administrative service process. Interviews with village operators were conducted to determine the level of effectiveness and efficiency of operator work in providing administrative services. Interviews with the community as supporting informants were conducted to determine the effectiveness and efficiency of Panah Srikandi application services and the level of community satisfaction with the quality of services provided by Panah Srikandi application operators.

The results of this study are theoretical and empirical developments in data presentation. The data used is primary data derived from the first source which shows that the presence of the Panah Srikandi application as a medium for population administration services is quite effective and efficient for village operators. However, operators at the sub-district and district levels have not been optimal in providing responses to village operators so that efficiency for the community is still not optimal. The level of community satisfaction with the quality of services provided by operators is quite good.

Keywords: Effectiveness, Efficiency, Service Quality, Community Satisfaction

**Analisis Prinsip Efektivitas, Efisiensi Kerja dan Kualitas Pelayanan Administrasi Kependudukan Melalui Aplikasi ”Panah Srikandi” Terhadap Kepuasan Masyarakat (Studi Kasus Desa Banjaranyar Kecamatan Baureno),**

**Yuwinda Yufa Fahira, M. Rizal Nur Irawan, Anjar Sulistyowati, 2024, Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Darul ’Ulum Lamongan.**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui efektivitas, efisiensi kerja, dan kualitas pelayanan operator dalam layanan administrasi kependudukan melalui aplikasi panah srikandi terhadap kepuasan masyarakat Desa Banjaranyar. Lokasi penelitian dilakukan di Desa Banjarnyar Kecamatan Baureno dengan melibatkan operator aplikasi panah srikandi beserta 11 sampel masyarakat sebagai informan. Sampel diperoleh melalui purposive sampling yaitu teknik pengambilan sampel dengan pertimbangan tertentu.

Penelitian ini menggunakan metode kualitatif dengan dalam pengolahan data. Pengumpulan data menggunakan teknik observasi, wawancara, serta dokumentasi. Observasi dilakukan pada lingkungan pemerintah Desa Banjaranyar selama proses layanan administrasi dilakukan. Pelaksanaan wawancara kepada operator desa dilakukan untuk mengetahui tingkat efektivitas serta efisiensi kerja operator dalam memberikan layanan administrasi. Proses wawancara kepada masyarakat sebagai informan pendukung dilakukan untuk mengetahui tingkat efektivitas serta efisiensi layanan aplikasi Panah Srikandi dan tingkat kepuasan masyarakat terhadap kualitas pelayanan yang diberikan oleh operator aplikasi Panah Srikandi.

Hasil penelitian ini merupakan pengembangan teoritis serta empiris dalam penyajian data. Data yang digunakan merupakan data primer berasal dari sumber pertama yang menunjukan bahwa hadirnya aplikasi Panah Srikandi sebagai media layanan administrasi kependudukan sudah cukup efektiv dan efisien bagi operator desa. Namun operator pada tingkat kecamatan dan kabupaten belum cukup optimal dalam memberikan respon terhadap operator desa sehingga efisiensi bagi masyarakat masih kurang optimal. Tingkat kepuasan masyarakat terhadap kualitas layanan yang diberikan oleh operator sudah cukup baik.

*Kata Kunci : Efektivitas, Efisiensi, Kualitas Pelayanan, Kepuasan Masyarakat*