**ABSTRACT**

This study, entitled Role In Improving Quality Subdistrict Administrative Services In Syamtalira Aron. This study aims to determine how the quality of service adminisrasi, any efforts made by the sub-district, and analyze any factors which may inhibit the role of the sub-district in improving the quality of administrative services in the district Syamtalira.

The method used is qualitative descriptive approach. Data collection techniques used were observation, interviews, and documentation. Analysis techniques such as triangulation data analysis with several stages of data reduction, display and conclusion

The result of the discussion, Head Syamtalira Aron in carrying out their duties and functions in controlling the administrative services is not optimal. The obstacle is the infrastructure used for the provision of services is still lacking, the apparatus has the ability to operate the software is also only a few, so it makes people have to wait longer for care of the administration.

In conclusion, the role camat in improving administrative services is not optimal, advice should Subdistrict Subdistrict Syamtalira Aron should further optimize towards procurement for room service, and also provide special training to employees to increase skills in the operation of the software and hardware so that the service process to the community is not obstructed.

Keywords: Role, Head, Services, Administration