**ABSTRACT**

*Based on the results of assessments and observations that researchers do in the District Batununggal Bandung, researchers found the problem was the poor quality of public services. This can be seen from the indicators:Certainty Time. Batununggal that the District can not finish the job / task in the allotted time, it is seen from the work received by the District Batununggal in the process of settlement is always late. The problem may be related to Man Different Behavior, that the clerks in the District Batununggal have the experience and educational backgrounds are different, as seen from the behavior of employees of the District Batununggal in completing the job, they have a quick because it has experience and is backed by adequate education and there also in completing the work is always late because they do not have enough experience and are not supported by educational background.Identify any obstacles encountered in the implementation of organizational behavior towards improving the quality of public services in the district Batununggal Bandung.The method used is descriptive method of analysis, while the technique of research is the study of literature and field research that includes non pertisipan observation, interviews and questionnaires using techniques accidental.The obstacles faced include: Human Resources (HR) propesional yet, it is because the workers do not have the ability evenly in the work so that employees are not able to complete the job according to the specified time.Attempts to overcome among others: Head provide training to employees who still low ability in tasks it receives, so that employees have the ability parallel with each other.The conclusion that can be drawn, among others, based on criteria of interpretation of the coefficient of determination indicates that there is very strong organizational behavior influence on the quality of public services, and it can be said there is a positive influence. Thus, the conceptual hypotheses on organizational behavior towards improving the quality of public services tested.The suggestions from researchers including Head should be more selective in placing his subordinates at work. This means that in staffing should be adjusted based on the field-controlled and staffing should be adjusted based on the ability and experience possessed by his subordinates.*