Analysis of Service Quality at Regional Drinking Water Companies

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ABSTRACT

Public services, especially in the provision of clean water, require the principles of excellent service that is easy, cheap, friendly, accountable, precise and orderly. Continuous evaluation is necessary to ensure good service. This research aims to examine how to analyze service quality at the Regional Drinking Water Company in Tallo District, Makassar City. This type of research is qualitative using a descriptive approach. Data collection techniques were carried out by means of observation, interviews and documentation. The data analysis technique used consists of data condensation, data presentation and drawing conclusions. The research results show that the quality of service at the Regional Drinking Water Company in Tallo District, Makassar City can be determined from the timeliness of service, accuracy of service, politeness and friendliness, ease of obtaining service, comfort in obtaining service, service support attributes. Meanwhile, factors that influence the quality of service at the regional drinking water company in Tallo sub-district, Makassar City include employee friendliness is considered to be still not good, parking is still haphazardly parked, and the layout of the building is fairly complicated. The novelty of this research is that researchers can make a more significant contribution to understanding and improving the quality of PDAM services in Tallo subdistrict, Makassar City.

Keywords: Quality of service, PDAM Tallo Makassar City

INTRODUCTION

Water is one of the basic needs that is very important for life and for life, water is still needed, both for carrying out daily activities and for drinking for humans themselves. Therefore, the preservation and existence of water needs to be maintained and guaranteed so that our needs can be met (Rahmawati & Firman, 2022). Indonesia is a country that has a tropical climate, which means it has two seasons, namely the rainy season and the dry season. Seeing such circumstances, Indonesia should have sufficient clean water reserves. However, the reality that occurs is the lack of clean water discharge during the dry season and flooding during the rainy season which actually makes the availability of clean water increasingly scarce in Indonesia, even in certain cities you have to buy jerry cans of clean water at expensive prices to get clean water. Of course, it is still not sufficient for daily needs (Andina, 2017; Kusdiantoro et al., 2019; Mubarok & Tambunan, 2021). This can happen because humans cannot utilize, maintain and manage water properly. The large number of areas expanding in urban areas is also one of the causes, this is due to the large number of green/wet lands being used as residential areas, resulting in a lack of water catchment areas.

For this reason, it is important to preserve clean water and have it managed by professional staff. For this reason, government intervention is needed to improve the health of the community by providing clean water that is suitable for drinking. It seems that the Indonesian government itself is quite responsive to the importance of the availability of clean water for the survival of its people. This can be ensured by the formation of clean water supply service companies where the management is handed over to each level II region or district. In public services, the term excellent service is widely known, namely service that prioritizes customers or if in public organizations prioritizing the interests of the public or the community receiving the service, namely service that
is easy or not complicated, cheap or does not charge large fees, friendly, accountable, accurate and there is a certainty of time (S. Arhas et al., 2024; Juharni et al., 2023; Niswaty et al., 2020; Suprianto et al., 2023). Public organizations should have implemented this principle of excellent service, because good service has now become a need for every customer who uses services from public organizations (Akib et al., 2022; S. H. Arhas et al., 2021; Ayu et al., 2019). For this reason, the government, both at the national, provincial and district levels, should carry out an evaluation of the services provided by the agencies within them, because this is related to community satisfaction with the services provided, or community satisfaction with the government itself, apart from that, this evaluation is also for know the symptoms of bad service provided by public servants, so that it can be corrected immediately (S. H. Arhas et al., 2024; Nasrullah et al., 2020; Takdir et al., 2021), so that good service is a picture of a competent government or public organization.

However, to find out whether a service has been categorized as good service or not, there must be a clear measure or standard regarding good service itself, to be able to measure whether a service is good or not, you can use the customer satisfaction index, level of friendliness, speed, accuracy and many other measurements. Regional Drinking Water Company (PDAM) as a Regional Owned Enterprise (BUMD) has a goal for the prosperity of its people which is applied to services for the community at large related to the activities of regional companies which are given the responsibility to develop and manage clean water supply systems and serve all consumer groups at affordable prices. PDAM is responsible for daily operations, activity planning, project preparation and implementation to develop services to the community.

PDAM Makassar City is one of the Regional Government agencies that provides services in the field of clean water suitable for consumption in Makassar City. Services in the field of clean water that are fit for consumption are what the community needs most among the services provided by the government, because clean water and drinking water that are fit for consumption are the basic needs of the community. One of the efforts taken by the regional government in this case is good service to the community in meeting the need for good quality and clean water by the PDAM.

The quality of service provided by the Tallo subdistrict PDAM apparatus in handling customer complaints is still unsatisfactory and seems slow in handling customer complaints. This is because the responsiveness and alertness of the Tallo subdistrict PDAM apparatus is still weak in responding to complaints and complaints from the public. These are the reasons why some people currently do not fully trust the services provided by PDAM in Tallo sub-district, which seems to be not working in accordance with the hopes and desires of the people of Tallo sub-district. Based on the background above, the researcher is interested in researching further regarding the analysis of the Service Quality of PDAM Tallo District, Makassar City with a focus on the quality of PDAM Tallo District's public services and what efforts have been made by PDAM Tallo District, Makassar City to improve service to customers.

METHODS

This research uses a qualitative descriptive research method, which produces descriptive data in the form of written or spoken words and observable behavior. This research aims to obtain complete and detailed data which is then analyzed to get a correct picture of the research object. The focus of the research is analysis of service quality at the Makassar City PDAM, Tallo District. In this research, focus on the problem first so that it does not expand the problem which will not be in accordance with the objectives of this research. So, this research focuses on discussing the analysis of service quality in the PDAM in Makassar City, Tallo District. The data collection techniques used are, Observation, Interview and Documentation. Data analysis using Miles, et al
(Suprianto, 2024) which consists of: data collection, data display, data condensation and drawing conclusions.

RESULTS AND DISCUSSION

Timeliness of Service

Good service quality occurs when service providers already know what they are going to do. The knowledge they will carry out can be carried out if the timeliness of the service runs well. Based on the results of the field analysis, it can be assumed that the accuracy of service in the analysis of service quality at the regional drinking water company in Tallo District, Makassar City has gone well. This can be seen from the process of receiving all complaints and reports from the public and then providing services in accordance with the SOP. has been established.

Service Accuracy

Service accuracy is a requirement for successful service quality. Related to service accuracy with the question of whether PDAM human resources can help the community. Based on the results of field analysis, human resources at the Regional Drinking Water Company, Tallo District, Makassar City are quite adequate in dealing with the community, and in responding to community requests and complaints there is no difficulty so that they are in accordance with the right time.

Politeness and Friendliness

Politeness and friendliness are one of the successes of service quality. So service providers must be able to maintain politeness and friendliness to provide services to the community. Based on the results of the field analysis, it can be interpreted that politeness and friendliness in the quality of service at the Regional Drinking Water Company in Tallo District, Makassar City is not yet optimal. This can be seen from the politeness and friendliness given by employees. There are still employees who are not able to carry out their responsibilities as service providers. company, this is strengthened by the community who experience the services of the Regional Drinking Water Company, Tallo District, Makassar City.

Ease of Getting Service

Based on the results of field analysis, it can be seen that the process is easy. The service received was quite good because as far as possible the employees provided good Indonesian in speaking so that it was easy for the public to understand and understand, although there were still many people who did not understand, but the employees were not tired of answering the public's questions.

Convenience in Obtaining Services

Convenience in obtaining services, achieving good service quality if the information provided is clear and not complicated to the public. So the results of the analysis in the field can be understood that the comfort in obtaining services in carrying out their duties is still not in accordance with the expectations of the community, where there are parking lots that are not in accordance with their function, seen from the parking for cars but two-wheelers are found parked in that place and vice versa.

Service Supporting Attributes

Service Supporting Attributes are one of the conditions for success in service quality. If the quality of service is to be good then the service provider must not only have the ability to carry it out. Based on the results of the analysis in the field, it can be interpreted by researchers that the existing facilities and infrastructure at PDAM Tallo District, Makassar City are optimal even
though each room or division has an adequate waiting room that is equipped with air conditioning and maintains the cleanliness of each division.

**Discussion**

**Timeliness of Service**

An important aspect in improving service quality is that an efficient system, good planning and optimal time management can help ensure that services are provided according to the optimal time schedule. Can help ensure that services are provided according to the promised schedule or in accordance with the service and monitoring schedule and regular evaluation is also needed to identify and overcome potential delays in service.

Service time provisions, which include waiting times and processing times (Maryadi, 2023; Tunggul, 2021; Yang, 2015). In the Regional Drinking Water Company, Tallo District, Makassar City, in accordance with the results of research on the quality of service at the company, has been running well. This can be seen from the process of receiving all complaints, public reports and then providing adequate service. in accordance with the SOP that has been set.

Reinforced with Law Number 25 of 2009 Concerning Public Services Article 21 is the service completion period required to complete the entire service process for each type of service and provide certainty of service in accordance with service standards.

**Service Accuracy**

Service accuracy is crucial to building public trust (Hasyim et al., 2021; Kusmiarto et al., 2021; Ojasalo & Kauppinen, 2024). It is important to ensure that the information provided is correct, transactions are recorded appropriately, and solutions provided are appropriate to community needs. Staff training, use of reliable information systems, and implementation of clear procedures can help improve service accuracy. Regular evaluation and community feedback are also important to ensure quality accuracy is maintained.

Service accuracy which includes error-free (Benaddi et al., 2022; Chaeriah Ahsan et al., 2021; Hasdinawati et al., 2021; Mirdawati et al., 2018) in accordance with the results of research in the Regional Drinking Water Company, Tallo District, Makassar City. Based on the research results, it is known that human resources at the Regional Drinking Water Company of Makassar City are quite adequate in dealing with the community, as well as in responding to community requests and complaints no trouble so it's at the right time.

**Politeness and Friendliness**

Politeness and friendliness in service are important elements that can create a positive experience for the community. Friendly, responsive, and polite staff can increase people's perception of service quality. Training employees in effective communication and handling difficult situations in a professional manner can help strengthen aspects of politeness and friendliness in service.

According to Adek (2021) politeness and friendliness in providing services, they are able to interact directly with customers or the public based on the results of research at the Regional Drinking Water Company in Tallo District, Makassar City, which is not yet optimal. This can be seen from employees who are still unable to carry out their responsibilities as service providers as determined by the Regional Company. Drinking Water in Tallo District, Makassar City.

**Ease of getting service**

Ease of service can be improved through providing clear communication channels and good accessibility. Efficient online services, information centers or telephone assistance can help people access services easily. Simplifying processes, providing clear guidance, and responding quickly to public questions are also keys to increasing the ease of obtaining services.
The ease of obtaining services is related to the number of officers serving (Cruz & Paulino, 2022; Supriati et al., 2020) in line with the results of research at the Regional Drinking Water Company, Tallo District, Makassar City. Based on the research results, it is known that the process of ease of obtaining services is quite good because as far as possible the employees provide good Indonesian in speaking so that it is easy for the public to understand and understand, even though there are still many people who don't understand, employees are not tired of answering people's questions.

**Convenience in Obtaining Services**

Convenience in obtaining services can be increased by providing a friendly and comfortable environment, both physically and in interaction. Efficient processes, organized queues, and clean facilities can create comfort for the public. Apart from that, listening carefully to the needs of the community and providing solutions in a friendly manner can provide a positive and comfortable service experience.

According to Kusumawati (2020) comfort in obtaining services is related to location, service space, convenience, affordability and vehicle parking in line with the results of research at the Regional Drinking Water Company in Tallo District, Makassar City. Based on the results of the research, it is known that comfort in obtaining services in carrying out their duties is not optimal because there are still many people that feel that the parking lot of the Regional Drinking Water Company in Tallo District, Makassar City is not functioning as it should.

**Service supporting attributes**

Service supporting attributes involve various factors that improve the quality and experience of the community, such as air conditioning in the waiting room being a factor in increasing comfort, other factors include good lighting, adequate waiting rooms, ease of access, technological innovation and transparency in providing information. Ensuring a balanced combination of these attributes can improve the overall quality of service.

According to Suryantoro & Kusdyana (2020) service supporting attributes related to such as air-conditioned waiting rooms, cleanliness and others. Based on research results, it is known that the existing service supporting attributes are optimal so that one of the service qualities in the Regional Drinking Water Company in Tallo District, Makassar City is fulfilled. Strengthened by Law Number 25 of 2009 article 21 that facilities and infrastructure are the facilities needed to provide services, including equipment and facilities for vulnerable groups.

**Factors that influence the quality of service at the regional drinking water company in Tallo subdistrict, Makassar City**

According to Agustina & Ismiayati (2019) The so-called state apparatus or government apparatus is expected or required to have abilities in the form of adequate knowledge, skills and behavioral attitudes, in accordance with current service and development demands. The behavioral attitudes of employees at the Regional Drinking Water Company, Tallo District, Makassar City are still not optimal because there are employees who are still indifferent in providing services to the community, for example, when people are confused about looking for the building they want to go to, they find that employees still don't care about the community.

A service system refers to a series of processes, policies and practices designed to provide services to the public or users. The service system includes a number of elements that work together to achieve the desired service goals. The service system at the Regional Drinking Water Company in Tallo District, Makassar City is still not optimal because the community still feels that the convenience of providing services at the PDAM in Tallo District, Makassar City is not functioning well due to the building layout which is quite complicated and the existence of parking lots that are still available, who park carelessly so that supporting comfort in the service system is still not optimal.
CONCLUSION

Based on the results of data analysis, this research concludes regarding the quality of service at the Regional Drinking Water Company (PDAM) in Tallo District, Makassar City. These conclusions include: Timeliness of Service, Accuracy of Service, Politeness and Friendliness of Service, Ease of Obtaining Service, Convenience in Obtaining Service, Service Support Attributes.

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