

The Director's Strategy in Improving the Quality of Drinking Water Services at Perumda Tirta Sinjai Bersatu Program

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ABSTRACT

The need for clean water is increasing over time, but the supply of natural resources in the form of clean and healthy drinking water is starting to decrease in several districts. Clean and healthy water is needed to support all community activities every day because water plays an important role in family needs, irrigation, recreation, and industry. This study aims to find out how the director's strategy in improving the quality of drinking water services at Perumda Tirta Sinjai Bersatu is related to problems, complaints, and public complaints. This research includes qualitative research. Data collection techniques used are observation, interviews, and documentation. The data analysis techniques used are data collection, decision making, or verification. The results of this study reveal that the Director's strategy in Improving the Quality of Drinking Water Services at Perumda Tirta Sinjai Bersatu is the quality of drinking water services in the form of Direct Evidence, Reliability, responsiveness, assurance, empathy. This research can be a reference in developing a strategy in improving the quality of drinking water service at the district level because previous research has focused on public opinion about the services of the Perumda Tirta Sinjai Bersatu.

Keywords: Services, drinking water, natural resources;

INTRODUCTION

One of the most basic human needs in everyday life is water. In meeting water needs, a person can use water sources in the surrounding environment, but also through Regional Drinking Water Companies. Along with the increase in population, the fulfillment of water needs every year is decreasing (Gylfason, 2001; Petrescu-Mag et al., 2020; Slade, 1982). This is related to the amount of water that tends to decrease in response to increasing demand as a result of industrial development, and the increase in population every year.

Water is related to the livelihood of many people, so the State must provide it, as mandated in Law No (The 1945 Constitution Article 33 paragraph 3, 1945) namely: "Earth and water and the natural resources contained therein are controlled by the State and used for the greatest prosperity of the people". The need for clean water is increasing over time, but the supply of natural resources in the form of clean and healthy drinking water is starting to decrease in several districts. Clean and healthy water is needed to support all community activities every day because water plays an important role in family needs, irrigation, recreation, and industry. This makes people interested in using the services of providing clean drinking water or clean water that is healthy to use. By (Law Number 7 of 2004 concerning Water Resources Article 5, 2014) it is stated that "The state guarantees the right of everyone to get water for basic minimum daily needs to meet healthy, clean and productive needs". This means that water must be managed so that it is always available in sufficient quantity and quality, both now and in the future, given the decreasing water availability and increasing demand for water.

Clean water that is healthy, quality, and continuously flowing is very much needed by the community because clean and healthy water of good quality and continuous flow will be able to improve the quality of life of the community itself. As a form of state responsibility regarding the management of water resources, the central government delegates its authority to local governments (Law Number 7 the Year 2004 Article 18, 2004). Then the district/municipality governments form regional drinking water companies in their respective regions by applicable laws and regulations so that they can provide clean water services to the community, considering that one of the government's functions is service.

The role of the government is needed in this case to accommodate public interests in the form of providing services for the needs of the community, namely drinking water produced by Perumda Air Drinking Tirta Sinjai Bersatu. There is a form of service provided by Perumda Water Drinking Tirta Sinjai Bersatu to clean and healthy water customers, including repair of leaking customer pipes, which is the level of leakage that occurs almost every day, water that has less pressure, and water that is cloudy, where people make complaints. Water Drinking Tirta Sinjai Bersatu receives customer complaints through the complaint service by calling the available telephone number, and direct service by coming to the office counter of Perumda Tirta Sinjai Bersatu (Antlöv et al., 2016). As the number of customers increases, Perumda Tirta Sinjai Bersatu is required to have a high ability to improve good and quality service.

Based on the development process, Perumda Tirta Sinjai Bersatu is required to provide excellent service to its customers, especially in terms of water distribution, but many people still find it difficult to get access to drinking water. Some people do not get the distribution of clean water from Perumda Water Drinking Tirta Sinjai Bersatu at people's homes, in this case, they make people complain. This is due to the limited number of subscription connections installed in several areas and the existence of problematic pipelines, pipe leaks that often occur almost every day, turbidity that occurs during the rainy season, and uneven water, but people have to wait their turn for drinking water. so that it continues to develop into a serious problem that prevents people living in Sinjai Regency from getting excellent service.

METHOD

This research is located at the Office of Perumda Tirta Sinjai Bersatu. The research approach used is qualitative. Data collection techniques using interviews, observation, and documentation. Furthermore, the informants in this study are the Director of Perumda Tirta Sinjai Bersatu, Head of service and billing, Head of subscription relations, Head of Division. Production, Head of Distribution, and Community as customers of clean water at Perumda Tirta Sinjai Bersatu while the data analysis techniques used are data collection, decision making, or verification (Sugiyono, 2017).

RESULTS AND DISCUSSION

In a sustainable provision of drinking water needs for the community by providing drinking water services or clean water, Perumda Tirta Sinjai Bersatu always tries to provide quality services to customers. As for knowing the strategy of the Director of Perumda Tirta Sinjai Bersatu in Improving the Quality of Drinking Water Services, three research focuses were

determined, namely; the concept of public services, the quality of clean water services, and the resolution of customer problems.

Public Service Concept

The concept of public service consists of several indicators to determine the director's strategy in improving the quality of drinking water services at Perumda Tirta Sinjai Bersatu, namely, transparency, accountability, conditional, participatory, equal rights, and balance of rights and obligations. Based on the results of interviews with research informants, it can be concluded that Perumda Tirta Sinjai Bersatu prioritizes customer satisfaction in drinking water services. By always providing transparency, receiving complaints and complaints from the public. Furthermore, Tirta Sinjai Bersatu will look for the best solution in solving a problem so that it can make the community satisfied with the complaints or problems they report. However, all incoming complaints will be discussed first, because it is not immediately given a solution.

Clean Water Service Quality

Based on the operational definition of clean water service quality in improving the quality of drinking water services at Perumda Tirta Sinjai Bersatu in terms of several indicators, namely: direct evidence, reliability, responsiveness, assurance, and empathy can be concluded through the results of interviews with research informants. The direct evidence provided by Perumda Tirta Sinjai Bersatu is by providing a quality service to customers by handling customer complaints and implementing them in parallel with various public complaints. As for reliability indicators, Perumda Tirta Sinjai Bersatu always takes action by providing the maximum possible service so that it can be completed quickly and can increase customer satisfaction, and can improve the quality of drinking water services at Perumda Tirta Sinjai Bersatu. Furthermore, Tirta Sinjai Bersatu always provides responsiveness and guarantees in dealing with existing services and problems. Tirta Sinjai Bersatu strives so that the problems that exist in Tirta Sinjai Bersatu can be overcome according to what happens in the field. Furthermore, Tirta Sinjai Bersatu always strives to improve the quality of clean water and can be felt by all parties.

Customer problem solving

Based on the results of observations, interviews, and documentation on the operational definition of customer problem-solving in the director's strategy in improving the quality of drinking water services at Perumda Tirta Sinjai Bersatu, there are several problems according to the results of interviews with informants, namely pipe leaks, uneven water, and turbid water. Based on the results of interviews with informants, pipe leaks are a frequent problem, therefore Perumda Tirta Sinjai Bersatu tries to provide services by measuring the level of pipe leaks and making repairs so that leaks do not occur again. other than that in the provision of water services is still not evenly distributed due to the limited volume of water which usually occurs during the dry season. In this case, Perumda Tirta Sinjai Bersatu always strives to do various ways during the dry season so that the water distributed to the community can be felt by all people in Sinjai Regency. That is by distributing drinking water gradually. And another problem is that the water often experiences cloudiness which usually occurs during the rainy season. Tirta Sinjai Bersatu has tried as much as possible by using existing facilities, but this problem is caused by natural factors.

DISCUSSION

Public Service Concept

Based on the results of the analysis, it can be concluded that the concept of public service has several indicators, namely: transparency, accountability, conditional, participatory, equal rights, and balance of rights and obligations. Services are carried out with transparency, namely by carrying out service with an open attitude, easily and appropriately accessed by all parties (Niswaty & Saleh, 2015; Salam, 2020; Susanti et al., 2016). If a customer makes a complaint, it will be explained in detail how the service procedures are carried out for complaints. Furthermore, Accountability is a way that can be done by being accountable by the laws and regulations that apply to Perumda Tirta Sinjai Bersatu.

This is by the results of the field analysis that providing a service that is easy to understand and can be carried out is a responsibility so that there is no abuse of the obligation to carry out a service based on the provisions that apply to the service. In solving a problem and complaint made by a customer, an employee must be able to manage a service while still paying attention to the quality of service in utilizing existing resources and the facilities needed to perform these services. Whereby the conditions and capabilities of service providers and recipients by sticking to efficiency and effectiveness.

The concept of public services at Perumda Tirta Sinjai Bersatu also always pays attention to the equality of rights and the balance of rights and obligations. From the results of the analysis, it can be concluded that the existence of equal rights carried out in service can support the success to be achieved in a collaboration between service providers and service recipients. also with a balance of rights and obligations where the service provider and recipient must understand the rights and obligations of each party so that the obligations of service providers and service recipients can be achieved by cooperating.

Clean Water Service Quality

Based on the results of the field analysis, it can be concluded that the quality of clean water services at Perumda Tirta Sinjai Bersatu is about the director's strategy in improving the quality of clean water services with direct evidence, reliability, responsiveness, assurance, and empathy. The direct evidence that can be seen from Perumda Tirta Sinjai Bersatu is by providing a quality service to customers by handling customer complaints and continuously implementing them with various public complaints (Niswaty & Saleh, 2015; Nur, 2017). Furthermore, reliability, in this case, includes procedures or service processes and service efficiency.

Responsiveness is the ability of a service provider to provide good service to its customers. Where a service provider providing services must have good responsiveness to respond to complaints and problems that occur both in internal and external service. (Bansal & Roth, 2000; Sultan et al., 2014; Yu et al., 2015). Furthermore, the guarantee is an ability to provide services to customers for the ability to product appropriately, by providing a service that is carried out with hospitality, attention, and courtesy in providing a service, based on the skills possessed by a service provider in providing information to service recipients. (Nugrawati et al., 2020; Nur, 2017). So in this case Perumda Tirta Sinjai Bersatu as the service provider, of course, tries as much as possible so that the service can run smoothly while maintaining mutual respect in a good and polite manner. Where Perumda Tirta Sinjai Bersatu strives to improve the quality of good cooperation to support improving the quality of drinking water services. Tirta Sinjai Bersatu also

pays attention to concern for the community where the provider of Perumda Tirta Sinjai Bersatu works hard to maintain the comfort and quality of water so that the use of clean water can be used by the community properly with quality and can maintain the stability of drinking water and public health.

Customer problem solving

Based on the results of the field analysis, it can be concluded that there are several customer problems at Perumda Tirta Sinjai Bersatu including pipe leaks, uneven water, and turbid water. Based on the analysis of pipe leakage problems, Perumda Tirta Sinjai Bersatu is always ready to provide services, this often happens and the lack of technical personnel in the field is one of the obstacles in providing services in the field. Meanwhile, during the dry season, Perumda Tirta Sinjai Bersatu has made every effort to provide water services evenly, namely by giving it in stages, so that people receive water according to their schedule or turn.

CONCLUSION

The conclusions that can be drawn from the results of this study are where the title raised is "Director's Strategy in Improving Drinking Water Quality at Perumda Tirta Sinjai Bersatu". Unity related to the problems that occur in pipe leaks have been resolved to the maximum extent possible by the service department where a director directs his subordinates to make improvements as quickly as possible so that they can be enjoyed or used again by the community considering that water is one of the needs of the community; uneven water supply, where a director tries to arrange a strategy so that the water distributed to the community can be felt and enjoyed by the community, but it cannot be denied that there are things that do not allow a service provider in the production division to distribute drinking water or clean water to the community evenly as a whole but with a sip or share in the distribution of water, because in the capacity of clean water with low volume, for example during the rainy season. during the dry season with limited water, and in the rainy season the water becomes cloudy so that the distribution of clean water is limited due to the increased volume of water. With a director and his subordinates taking a strategy to increase the volume of water in Balantie Sinjai Borong so that the water can be felt by the community; water is cloudy, where the problems that occur due to natural factors where the rainfall is large with the volume of water increasing so that the water is cloudy and even turbidity often occurs on weekdays and even the water smells. With this strategy, a director can minimize the problems that exist in Perumda Tirta Sinjai Bersatu, where a director orders the production department to carry out standard processing by adding drugs, how drinking water can be kept clean, so that it can be distributed to the community with clean water quality. maintained and fit for consumption.

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