

SERVICE QUALITY OF TIRTA SIAK REGIONAL MINERAL WATER COMPANY (PDAM) PEKANBARU CITY

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Abstract (12pt Bold)

Regional Water Company (PDAM) Tirta Siak of Pekanbaru City as one of the government agencies in the form of Regionally-Owned Enterprises (BUMD) which has a type of service included in the service group of goods namely services included in the service group of goods namely services that produce as forms / types of goods, in this case is the supply of clean water. The purpose of this research is to find out how the quality of service of PDAM Tirta Siak of Pekanbaru City and the factors that inhibit it. The theory used is Zeithaml's theory that there are five dimensions to measure service quality: Tangible, Reliability, Responsiveness, Assurance, and Empathy. This study uses qualitative research with a phenomenological approach and the data needed both primary and secondary data obtained through interviews, observation and documentation techniques for subsequent analysis. The results of this study indicate that: first, the service quality of PDAM Tirta Siak of Pekanbaru City is still not fully optimal due to the discovery of several things that are not in accordance with quality service, only one indicator, namely Empathy which has been running properly because it can be seen PDAM Tirta Siak has been maximized in terms of giving good empathy to its customers. While Tangible indicators, Reliability, Responsiveness, Assurance which can be concluded have not been implemented properly, because there are still conflicts with the Perda, vision and mission, and good SOPs. the factors that hinder the Quality of Service of the Regional Water Company (PDAM) Tirta Siak of Pekanbaru City, namely: Facilities and Infrastructure and human resources.

Keywords: *Public Service, Quality of Service, Good Governance.*

Introduction

Regional Drinking Water Company (PDAM) Tirta Siak Pekanbaru City as one of the government agencies in the form of Regional Owned Enterprises (BUMD) which has the type of service included in the goods service group, namely services included in the goods service group, namely services that produce as a form/type goods, in this case is the provision of clean water. The Regional Drinking Water Company (PDAM) Tirta Siak Pekanbaru as one of the Regional Owned Enterprises (BUMD) which carries out the duties and obligations to manage drinking water for the benefit of the community/customers does not escape being faced with demands to always be able to provide superior

service in an effort to increase customer satisfaction. the customers.

In addition, as a government agency that is responsible for providing services to the community, to see how far the quality of PDAM Tirta Siak can be seen from the work process in providing clean water. The types of services provided by PDAMs are management and distribution of clean water services, payment of accounts, new connections, changing of meters, reports of complaints.

Public service is something that is very important in its implementation, because public services can be a benchmark for a government agency or service, where each service becomes a very vital mechanism according

to their respective parts. In addition, public services are a very basic thing for government and private agencies, the quality of services provided by an agency will be directly proportional to the development of the agency. Government institutions as public servants need to find and understand good ways to fulfill community needs

Based on the Pekanbaru City Regional Regulation Number 12 of 1997 concerning the establishment of the Pekanbaru City Drinking Water Company, that drinking water for the people of Pekanbaru City requires continuous improvement in the business of water supply, facilities and distribution. Article 6 states that the purpose of regional companies is to provide drinking water services for the entire community in a fair and equitable manner and continuously that meets health requirements. Article 7 states that Regional Companies in serving drinking water for the community have business fields, namely, among others, building, maintaining and operating drinking water supply facilities. Teaching, perfecting and supervising the use of water evenly and efficiently. Implement arrangements to prevent illegal water extraction.

Weak services that occur resulted in not optimal service functions carried out by the local government to the community as well as what happened to PDAM where there were many problems in service, especially in the technical field. The community's dissatisfaction with the services provided by the local government causes complaints and criticism from the community. Public complaints about obstacles and the lack of smooth service, especially in the technical field provided by the government to the community, is a phenomenon that shows the limited ability of the government to optimize the function of services to the community.

This research was conducted because there was a phenomenon of discrepancy in the demand for clean water supply for the community in an effort to improve the welfare of the community on the one hand, on the other hand the Regional Drinking Water Company (PDAM) as a local monopoly company providing clean water can improve services to the public in terms of clean water quality. and in terms of the amount of clean water that can be produced.

Research methods

This research is a descriptive qualitative research. In this study, researchers used a phenomenological approach. Phenomenology will explore data to find the meaning of the basic and essential things from phenomena, reality, or experiences experienced by the object of research. Data collection techniques used in this study are observation, interviews, and documentation. The data analysis in this study uses reduction, data presentation, and drawing conclusions.

Results and Discussion

Service Quality for Tirta Siak Regional Drinking Water Company (PDAM) Pekanbaru City.

1. Tangible

Direct evidence or tangibles which includes physical facilities, employees, equipment and means of communication. Physical facilities, equipment and communication facilities are very important factors to support the smooth running of providing good services to people who need administrative services from every office employee, both private and government. So what is meant by the tangible dimension is a physical environment where services are delivered and where PDAM Tirta Siak employees and the community interact and tangible components will facilitate the communication of these services. The components of the tangible dimension include:

- a. Appearance of officers/apparatus in serving customers
- b. Convenience of a place to do service
- c. Ease in the service process
- d. Discipline of officers/apparatus in performing services
- e. Use of tools in service

Based on the results of interviews about Tangible, it can be concluded that it is still not optimal as it should be, because there are negative things about employee discipline that are still lacking because there are still some who are not on time in terms of office operating hours, of course this makes the services provided not optimal. And there are also facilities that need to be improved or maximized so that customers feel comfortable.

2. Reliability (Reliability)

This indicator is intended to be able to assist the community in managing problems that occur, where

PDAM Tirta Siak employees in providing services to the community must be accurate and reliable. This is closely related to the ability of employees to serve the community well

Public services by government officials

Currently, there are still many weaknesses that have not been able to meet the quality of service expected by the community. This is indicated by the existence of various public complaints submitted through the mass media, so that it can create an unfavorable image of the government apparatus. Given that the main function of the government is to serve the community, the government needs to continue to improve the quality of services.

The reliability of officers in providing services to the community can be said to be of high quality, if they have the following criteria:

- a. Have clear service standards
- b. Accuracy of officers in serving customers
- c. The ability and expertise of officers in the service process

Based on the results of interviews regarding Reliability, it can be concluded that it has not been running well because the Regional Drinking Water Company has not been running in accordance with the Vision and Mission and the Pekanbaru City Regulation number 12 of 1997 concerning the Establishment of the Pekanbaru Municipal Drinking Water Company, Article 7, namely supervising the use of water regularly, evenly distributed and efficient which has not been running properly, and also for other reliability problems it still seems not optimal because there are still the same and ongoing complaints received by PDAM Tirta Siak Pekanbaru City.

3. Responsiveness

Responsiveness is a characteristic of suitability in human services, namely PDAM Tirta Siak employees in providing services that are responsive and do not make it difficult for customers in terms of service, and also make it easier to provide all the information needed by the community.

Service demands that address various complaints from the forms of services provided become a positive respect for the responsiveness of service providers and those who receive services. clear understanding and understanding in a wise, authoritative

manner and provide various alternative conveniences to follow the correct service requirements, so that the impression of the person receiving the service understands or is responsive to the wishes of the person being served. The criteria that must be met by employees are:

- a. Respond to every customer/applicant who wants to get service
- b. Employees provide services quickly, accurately, accurately and on time
- c. The officer or apparatus performs the service at the right time
- d. All public complaints are responded to by the officer

Based on the results of interviews regarding one of the indicators in service quality, namely responsiveness, it can be concluded that it has not been carried out properly because there are some customers who complain about the delay in the response from PDAM Tirta Siak Pekanbaru City which causes water congestion for days. And also in terms of funding PDAM Tirta Siak Pekanbaru City for the rejuvenation of the old network that does not yet exist, so that water leaks often occur at several locations.

4. Assurance

Assurance (guarantee) which includes every form of service that requires certainty for the services provided. The form of certainty of a service is largely determined by the guarantee of the employee who provides the service, so that people who receive the service feel satisfied and believe that all forms of service affairs carried out are complete and completed in accordance with speed, accuracy, convenience, smoothness.

Guarantees for services provided by employees are largely determined by performance or service performance, so it is believed that these employees are able to provide reliable, independent and professional services that have an impact on service satisfaction received. Apart from the performance, the guarantee of a service is also determined by the existence of a strong organizational commitment, which recommends that every employee provide services seriously and sincerely to satisfy the people being served. In order to guarantee good service, the following criteria must be met:

- a. Officers provide guarantees on time in service
- b. Officers provide a guarantee of costs in service
- c. Officers provide guarantees of legality in service
- d. Officers provide a guarantee of cost certainty in service

Based on the results of the interview regarding Assurance, it can be concluded that it still has not reached the maximum word, people who receive services feel satisfied and believe that all forms of service affairs carried out are complete and completed in accordance with speed, accuracy, convenience, smoothness but because there is still a lack of guarantee in terms of on time in service and guaranteed costs in service so as to make PDAM Tirta Siak Pekanbaru customers feel unsatisfied with the quality of service provided.

5. Empathy (empathy)

Every service activity or activity requires an understanding and understanding in the togetherness of assumptions or interests in a matter related to the service. The service will run smoothly and with quality if every party with an interest in the service has a sense of empathy in completing or managing or has the same commitment to quality service. Empathy in a service is the existence of a concern, seriousness, sympathy, understanding and involvement of parties with an interest in the service to develop and carry out service activities in accordance with the level of understanding and understanding of each party.

The criteria that must be met in order to be said to have good empathy are:

- a. Prioritize the interests of the applicant/customer
- b. The staff serves with a friendly attitude
- c. Officers serve with courtesy
- d. Officers serve non-discriminatory (discriminatory)
- e. Officers serve and value every customer

Based on the results of interviews regarding empathy, it can be concluded that it has been running properly because it has been able to show sympathy for the services provided, so that those served feel appreciated for the services provided and provided in

such cases as having served customers with a friendly attitude, courtesy and also not the existence of discrimination or differentiating customers all look the same indiscriminately so that customers feel valued.

Factors that hinder the service quality of Tirta Siak Regional Drinking Water Company (PDAM) Pekanbaru City

1. Facilities and Infrastructure

Facilities and infrastructure are tools to support the success of an effort process carried out in public services, because if these two things are not available then all activities carried out will not be able to achieve the expected results according to the plan. Regarding the quality and quantity of facilities and infrastructure owned by PDAM Tirta Siak, Pekanbaru City is still quite low, so it is still necessary to add facilities and infrastructure to improve the quality of its services. To rejuvenate these facilities and infrastructure, a large amount of funds are needed, while PDAM Tirta Siak Pekanbaru City itself is still experiencing a budget deficit.

2. Human Resources

Human resources are the most important part in an organization. Inadequate resources within the organization cause many obstacles to be faced in achieving organizational goals. Human resources are one of the inhibiting factors that can affect the implementation of the organization, if the resources in the organization are not good, it can be said that the organization cannot run as it should.

Human resources in the Regional Water Company (PDAM) Tirta Siak Pekanbaru City are still classified as not good, mainly because the level of ability, discipline and motivation of PDAM Tirta Siak Pekanbaru City employees is still far from the maximum.

Conclusion

Based on the results of research conducted by the authors described in the previous chapter, regarding the Service Quality of Tirta Siak Regional Drinking Water Company (PDAM) Pekanbaru City, it is concluded that the Service Quality of Tirta Siak Regional Drinking Water Company (PDAM) Pekanbaru City is still not fully optimal because There are still some things that are

not in accordance with the quality of service, only one indicator, namely Empathy, which has been running and done properly and we can see that PDAM Tirta Siak has been maximal in terms of providing good empathy to its customers. Meanwhile, the Tangible, Reliability, Responsiveness, Assurance indicators which can be concluded have not been carried out properly, because there are still conflicts with Regional Regulations, vision and mission, and SOPs.

As for the factors that hinder the service quality of the Tirta Siak Regional Drinking Water Company (PDAM) in Pekanbaru City, it can be concluded that there are internal and external factors, from internal factors originating from human resources which are classified as not optimal, mainly due to the level of ability, discipline and motivation of PDAM employees. Tirta Siak Pekanbaru City is still far from good. While the external factors regarding funds, facilities and infrastructure are still not fulfilled and are classified as old which deserves to be rejuvenated.

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