

ABSTRACT

ANALYSIS OF SERVICE QUALITY OF UPT AIR MINUM (TECHNICAL IMPLEMENTER UNIT ON DRINKING WATER) OF METRO CITY IN WATER SERVING

By

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Basically the implementation unit of a regional government such as UPT (*Unit Pelaksana Teknis*/Technical Implementation Unit) is assigned a social mission. However, based on observation both in the field and in UPT Air Minum in Metro City, as well as the society as the customers, the following problems are found: the low quality and quantity of clean water supply, and limitation to the continuity of water distribution.

The implementation of public service is still interfered by ineffective and inefficient governmental system, as well as incompetent human resources. It can be seen from the society's prevailing dissatisfaction and complaint, both directly and indirectly expressed through mass media. The causes are ineffective procedure, no assurance of time in completion process and in cost, unclear requirements, and unresponsive officials, leading to negative image of the government.

To overcome those conditions, improvement is highly required in public service sustainability in order to establish a qualified public service. The objective of this study is to understand service quality of UPT Air Minum of Metro City to their customers. Basically, quality implies similar purpose in determining service quality, to be specific. The scope of this study is the service quality of UPT Air Minum of Metro City which is focused on water serving. By using qualitative descriptive method with a single table, data is collected using triangulation technique (observation, interview and documentation). The informants are 15 interviewers and 70 questionnaires informants from the total of 1544 customers. From the research result using interview, observation and documentation, it is found that the service quality of UPT Air Minum of Metro City which is described in terms of product and tangibility, responsiveness, empathy, reliability, assurance may be assumed as qualified. It is supported by single table; Tangible 61.43%, Reliability 72.86%, Responsiveness 90.00%, Assurance 76.79%, Empathy 87.14%. Based on the whole service quality criteria above, it can be concluded that service quality in UPT Air Minum of Metro City is definitely qualified. Thus, the researcher implies that UPT Air Minum of Metro City needs evaluation and that related Department to provide better response to those.

Keywords: Service Quality, Tangible, Reliability, Responsiveness, Assurance, and Empathy.