

ABSTRAK

PERSEPSI MASYARAKAT TERHADAP KUALITAS PELAYANAN PENGADUAN PERUSAHAAN DAERAH AIR MINUM (PDAM) DI DESA SUKARAJA KECAMATAN GEDONG TATAAN KABUPATEN PESAWARAN

Oleh

TENDI APRILIAN

Perusahaan Daerah Air Minum (PDAM) Pesawaran merupakan badan usaha milik daerah yang memiliki tugas dan kewajiban menyelenggarakan pengolahan serta pelayanan air bersih di Kabupaten Pesawaran. Bertambahnya jumlah pelanggan dari tahun ke tahun dan keuntungan yang diperoleh PDAM Pesawaran dari tahun 2014 - 2015 menunjukkan kinerja PDAM sudah dianggap cukup baik. Akan tetapi kualitas pelayanan yang diberikan oleh PDAM Pesawaran kepada masyarakat masih kurang memuaskan, hal tersebut dapat terlihat dari banyaknya pengaduan yang masuk pada bagian pengaduan PDAM Pesawaran.

Penelitian ini menggunakan metode penelitian kualitatif. Metode pengumpulan data : kuesioner, wawancara, observasi dan dokumentasi. Penelitian ini menggunakan fokus yang diambil dari model Zeithaml-Parasurman-Berry yaitu : (1) Tangibles, (2) Reliability, (3) Responsivess, (4) Assurance, (5) Emphaty.

Hasil penelitian menunjukkan bahwa persepsi masyarakat terhadap kualitas pelayanan pengaduan Perusahaan Daerah Air Minum (PDAM) Pesawaran di Desa Sukaraja Kecamatan Gedong Taatan masih kurang baik. Hal tersebut disebabkan karena beberapa faktor seperti tidak adanya Standart Operating Prosedure (SOP) yang baku serta kemampuan aparatur dan ketersediaan aparatur yang belum memadai yang mengakibatkan pelayanan pengaduan tidak berjalan dengan baik.

Kesimpulan yang dapat ditarik bahwa persepsi masyarakat terhadap kualitas pelayanan pengaduan Perusahaan Daerah Air Minum (PDAM) Pesawaran di Desa Sukaraja Kecamatan Gedong Taatan kurang baik. Adapun saran yang diberikan oleh peneliti kepada PDAM Pesawaran adalah : (1) Meningkatkan kinerja aparatur khususnya pada bagian pengaduan, (2) Membuat Standart Operating Prosedure (SOP) yang baku, (3) Meningkatkan kemampuan dari aparatur PDAM Pesawaran khususnya pada bagian pengaduan, karena dalam penanganan pengaduan membutuhkan aparatur yang kreatif dan kompeten.

Kata Kunci : persepsi masyarakat, kualitas pelayanan

ABSTRACT

THE PUBLIC PERCEPTION OF THE QUALITY SERVICE COMPLAINT THE COMPANY REGIONAL WATER SUPPLY (PDAM) IN THE VILLAGE OF SUKARAJA SUB-DISTRICT OF GEDONG TATAAN REGENCY PESAWARAN

By

TENDI APRILIAN

The Company Regional Water Supply (PDAM) Pesawaran is owned enterprises areas which have duties and obligations as well as the processing organizes the clean water services regency Pesawaran. Increasing number of customers from the last few years and profits gained by PDAM Pesawaran from 2014 -2015 shows the PDAM performance already considered good enough. However, the quality of service provided by PDAM Pesawaran to society still less satisfying, it can be seen from the large number of complaints entered in part a service of complaints PDAM Pesawaran.

This research uses qualitative research methods. Method of data collection : questionnaires, interviews, observation and documentation. This research uses the focus taken from model Zeithaml-Parasurman-Berry: (1) Tangibles, Reliability (2), (3) Responsivess, (4), (5) Assurance Emphaty.

The results showed that the public perception of the quality service of complaints the Company Regional Water Supply (PDAM) in the village of Sukaraja sub-district of Gedong tataan regency Pesawaran still less well. It is caused due to several factors such as hasn't the existence of a Standard Operating Procedure (SOP) which is set and the ability and also availability of apparatus that has not been adequately which resulted in the service of complaint did not go well.

The conclusion is that the public public perception of the quality service of complaints the Company Regional Water Supply (PDAM) in the village of Sukaraja sub-district of Gedong tataan regency Pesawaran still less well. As for the advice given by researchers to the PDAM Pesawaran are: (1) Improve the performance of the apparatus, particularly on the part of the complaint, (2) Creating Standard Operating Procedures (SOP) that raw, (3) Improve the ability of the apparatus, particularly on the part of Pesawaran PDAM complaint, because in the problem solving of the complaint requires a creative and competent apparatus.

Keywords : public perception, quality of service