

QUALITY OF APPARATUS SERVICE MANAGEMENT REGIONAL WATER SUPPLY COMPANY NORTH SUMEDANG BRANCH SUMEDANG REGENCY

Paroli ^{a*)}

^{a)} *College of Administrative Sciences Sebelas April Sumedang, Sumedang, Indonesia*

^{*)} *Corresponding Author: paroli.bandung@gmail.com*

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Abstract. This study aims: to find out the service quality of the Regional Water Supply Company (PDAM) apparatus of the Sumedang Utara Subdistrict Branch of the Sumedang District, to find out what factors influence the service quality of the PDAM of the Sumedang Utara Subdistrict of the Sumedang District, to find out how to improve the service quality of the PDAM of the Sumedang Utara Subdistrict of the Sumedang District. The research method used in this research is analytical descriptive. The sampling technique used is purposive sampling. With research informants: Head of Branch, Head of General Section, Head of Public Relations, Head of Production, Employee Implementation. The Data Collection Techniques were carried out, namely the study of literature and field studies consisting of observations, interviews, and documents. While the Data Processing Procedure in this study, namely Data Reduction, Data Display, Data Conclusion Drawing / Verification, and Triangulation. Based on the results of the study concluded that the service quality of the Tirta Medal PDAM North Sumedang Branch of Sumedang Regency: Physical evidence (tangibles), good appearance of the officers / apparatus in serving customers, comfort of the place to perform services. Reliability, the accuracy of officers in serving, has clear service standards. Responsiveness, responding to every customer / applicant who wants to get service, officers / apparatus perform services quickly and accurately. Guarantee (assurance), officers provide timely guarantees in service, guarantee costs in service, guarantee legality in service. Empathy (emphaty), prioritizing the interests of customers / applicants, officers serving with a friendly attitude and courtesy.

Keywords: service quality of the apparatus

I. INTRODUCTION

The granting of autonomy to regions in accordance with Law No. 12 of 2008 is to improve services and better community welfare, thus the implementation of regional autonomy is by giving broad, real and responsible authority to the regions proportionally which is realized by regulation, equitable distribution of national resources, and balance of central and regional finances, then the authority of service policies is also handed over to areas where bureaucratic units are required to be better able to implement in the form of quality public service programs as well as possible. So in addition to carrying out the development and empowerment of local government apparatus, it is also expected to provide maximum service to the community in all services that concern the public interest. Public service management is the process of applying science and art to plan, implement plans, coordinate and complete service activities to achieve service goals. Public service management is needed in the implementation of public services as the provision of excellent service to the community which is a manifestation of the obligations of government officials as public servants, so as to meet the expectations of public services, namely transparency, accountability, conditional, participatory, having equal rights, and balancing rights and obligations.

Regarding the quality of service Gronross, stated that: "Good quality is obtained if the services expected by the community are realized with the quality of services provided by the implementers of the local government agencies in question". Based on Government Regulation Number 14 of 1987 concerning decentralization of central government responsibility, it is stated that the responsibility to provide clean water supply lies with local governments. As a manifestation, the provision of most clean water needs in Indonesia is carried out by Regional Water Supply Companies, which are located in every Province, District, and Municipality throughout Indonesia. PDAM is a regional company as a means of providing clean water that is supervised and monitored by regional executive and legislative officials. Based on the results of initial observations made by the author, it is known that the service quality of PDAM Tirta Medal, North Sumedang District, is not good, this can be seen from several indications as follows:

1. The low reliability of PDAM Tirta Medal employees in North Sumedang District. This is related to the accuracy of employees in carrying out services is still not good, it can be seen from the errors and inaccuracies of data related to consumers.
2. The service quality of PDAM Tirta Medal, North Sumedang District, is still low. This is related to the ease

of customer access in obtaining information about services can be seen when consumers access the PDAM Tirta Medal website North Sumedang District, not all data is adequately available regarding information about PDAM Tirta Medal, North Sumedang District, and also information about services is not yet available completely.

3. There is still a low responsiveness of service providers to complaints or complaints made by consumers. For example, when the water supply to PDAM customers is disrupted. Customers feel that the input and complaints that have been submitted by the customer do not get a fast and appropriate answer so that customers feel that the PDAM is not responsive.

According to Muninjaya [1] Service quality "Is the level of service perfection that is held in accordance with the code of ethics and established service standards, so as to cause satisfaction for every consumer". Quality service is very necessary because it is the right of every customer, and can provide opportunities to win competition with other service providers. Quality of service and value have a direct impact on customers. According to Goetsh and Davis in Tjiptono [2] quality is "A dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations". Meanwhile, Collier in Yamit [3] has another view of the quality of this service, namely "More emphasis on the word customer, service, quality and level or level". The best service to customers (excellent) and the level of service quality is the best consistent way to be able to meet customer expectations (external service standards and costs) and service performance systems (internal service standards, costs and profits). Yudoyono [4] argues that the Government Apparatus is the implementer of public policy. Apparatus is an employee who implements every applicable policy. The dimension of service quality according to Muninjaya [1] consists of five dimensions, which are as follows: 1. Physical evidence (tangibles), 2. reliability, 3. responsiveness, 4. assurance, 5. Emphaty, Inhibiting Factors of Service Quality.

According to Lovelock [5] there are various determinants of service quality, namely: 1. information, 2. consultation, 3. order taking, 4. hospitality, 5. caretaking, 6. exceptions, 7. billing, and 8. payment. Efforts to overcome inhibiting factors of service quality Sedarmayanti [6] stated the characteristics of services that must be owned by service delivery organizations to be able to improve service quality as follows:

1. Service procedures that must be easy to understand and easy to implement, so as to avoid bureaucratic procedures that are very excessive, convoluted.
2. Services are provided clearly and definitely, so that there is clarity and certainty for customers in receiving the service.
3. Service delivery is always strived so that services can be carried out effectively and efficiently.
4. Providing services always pays attention to the speed and punctuality that has been determined.
5. Customers at any time easily obtain various information related to services openly.

6. In various service activities, both technical and administrative, customers are always treated with the motto of the customer is king and the customer is always right.

Based on the expert opinion above, it can be concluded that the factors that can hinder the realization of quality services, can be overcome if the service provider organization implements efforts to improve service quality as follows, service procedures that must be easy to understand and easy to implement, services are provided clearly and definitely, service delivery is always sought so that services can be carried out effectively and efficiently, Providing service always pays attention to the speed and punctuality that has been determined, customers at any time easily obtain various information related to service openly, in various service activities both technical and administrative, customers are always treated with the motto Customer is King and Customer is always right. If these efforts are carried out optimally, then the quality of excellent service can be felt by consumers.

II. RESEARCH METHODS

The research method used by the author in compiling this research proposal uses the analytical descriptive method, which is a research method by revealing problems that exist in the company, processing data, analyzing, researching and interpreting as well as making conclusions and giving suggestions which are then arranged systematically so that the problems in the company can be understood. The definition of research design according to Sarwono [7] is: "Research design is like a road map for researchers who guide and determine the direction of the research process correctly and precisely in accordance with the objectives that have been set". Meanwhile, according to Umar [8] the research design is: "The plan and structure of the investigation are made in such a way as to obtain answers to research questions". Based on the definition of research design that has been carried out by Sarwono and Umar above, the author assumes research design is all processes carried out in planning and implementing research, so it can be said that research design is all research processes carried out by the author in carrying out research starting from planning to implementing research carried out by choosing, collect and analyze the data under study at any given time.

The technique used in taking samples is to use Purposive Sampling, according to Sugiyono [9] is: "Purposive Sampling is a sampling technique with certain considerations". The informants in this study were selected based on the consideration that the person concerned is competent and responsible for the quality of service at the PDAM Sumedang North Sumedang Sub-District Branch Office either in whole or in part depending on the tupoksi and the level of authority and responsibility.

III. RESULTS AND DISCUSSION

Service quality is the level of service perfection that is held in accordance with the code of ethics and established

service standards, so as to cause satisfaction for every consumer. Quality service is very necessary because it is the right of every customer, and can provide opportunities to win competition with other service providers. Quality of service and value have a direct impact on customers. To find out the quality of service at the PDAM Tirta Medal Office North Sumedang Branch, Sumedang Regency, the discussion is described as follows:

1. Physical evidence (tangibles)

The quality of service can be felt directly against the appearance of physical facilities and supporting support in service. Physical facilities and service delivery at the PDAM Tirta Medal Office North Sumedang Branch, Sumedang Regency are good.

2. Reliability

Ability to provide timely and accurate services as stipulated. The reliability of employees at PDAM Tirta Medal North Sumedang Branch is quite good, this can be seen from the accuracy, having clear service standards, and the ability and expertise of officers using tools or when carrying out employees providing services.

3. Responsiveness

The willingness of officers to provide fast service according to procedures and able to meet customer expectations. The responsiveness of PDAM Tirta Medal North Sumedang Branch employees is quite good, it can be seen from responding to every customer who needs service, doing service quickly, then employees doing service appropriately, and customer complaints responded by employees.

4. Assurance

Associated with the sense of security and comfort of patients because of the trust in officers who have the right competence, credibility and skills in providing services and patients get a guarantee of safe and comfortable services. Time, cost, and legality guarantees provided by PDAM Tirta Medal North Sumedang Branch to customers in accordance with applicable SOPs, if customers feel they are kebertan, they can apply for a benefit.

5. Emphaty

Relate to the care and attention of officers to each customer by listening to complaints and understanding needs and providing convenience for all customers in contacting officers. The empathy of employees at PDAM Tirta Medal North Sumedang Branch is quite good, it can be seen from prioritizing the interests of customers, serving customers with a friendly attitude, courtesy, non-discrimination,

Factors affecting the service quality of PDAM Tirta Medal, North Sumedang Branch, Sumedang Regency Service quality does not appear and form out of thin air, but there are factors that can influence why, for example, an organization has a high level of service quality or vice versa an organization has a low level of service quality. To find out the factors that affect the quality of service of PDAM Tirta Medal North Sumedang Branch, Sumedang Regency, the discussion is described as follows:

1. Information

How product information and other information for

example, services meet or in accordance with consumer desires. Based on the results of interviews, observations and documentation of the sub-indicators of clarity of product information and other information, researchers concluded that, for clarity of information so far it is good enough that it can be seen from every information can be received and also well understood by consumers. It's just that for the dissemination of information has not been able to use social media optimally, it is sometimes

2. Consultation

Consultation through advice, collaboration, counseling. If the company provides counseling and good collaboration, this means better service quality. Based on the results of interviews, observations and documentation of the consultation sub-indicators through advice, the researcher concluded that, direct or telephone consultations have been attempted by us, but the consultation efforts did not last long and were also continuous

3. Order taking

How to order, for example, becoming a member, by phone and available facilities. If there are members, then the existence of adequate facilities from a company shows that the company has added value in the eyes of its consumers. Based on the results of interviews, observations and documentation from sub-indicators of how to order products, researchers concluded that, how to order products is still manual and also simple, has not been able to take advantage of technology and advances in the internet to support and facilitate the process of ordering products that consumers want to do.

4. Hospitality

Friendliness and politeness of employees, for example in greeting. If employees are friendly and polite, it means that a company has good service quality in the eyes of its consumers. Based on the results of interviews, observations and documentation of the sub-indicators of employee friendliness and politeness, researchers concluded that, Employee friendliness and politeness in serving consumers can be seen from: If there are consumers and other parties who come to the PDAM Tirta Medal North Sumedang Branch Office, the officers immediately give smiles and greetings which then immediately ask about the needs that we can help.

5. Caretaking

Care for consumer needs such as attention, provide empathy. If employees have attention and provide empathy to the company, it means having good service quality. Based on the results of interviews, observations and documentation of the sub-indicators of care for consumer needs, researchers concluded that, The form of caring for consumer needs carried out by officers is shown in the process of calculating the amount of costs that must be paid by consumers for the water services provided, so the officers in making calculations are carried out carefully and also thoroughly, because they realize that they care about consumers and don't want to cost them a single dollar.

6. Exceptions

How to solve problems or provide solutions to consumers. If the company provides solutions or problem solving to its consumers, it means meeting consumer

expectations. Based on the results of interviews, observations and documentation of sub-indicators of how to solve problems or provide solutions, researchers concluded that, if consumers get problems with the services we provide, then the consumers immediately report to us, then we talk about what is the problem.

7. Billing

Ways of billing, systems of accounting activity of the enterprise. If the company has a good way of billing and accounting activities, it means showing that the company has good service quality. The researcher concluded that, the normal billing method is direct collection through a water payment account by a PDAM officer equipped with a letter of duty and also an identity from the PDAM Tirta Medal North Sumedang Branch Office.

8. Payment

Payment methods such as self-payment, autodebit, etc. The more complete the payment method and the more practical it means to be an added value in the eyes of its consumers. The researcher concluded that the payment method is carried out by means of consumers or customers whose residences are close to the PDAM Office, can make payments directly

Efforts to improve the service quality of PDAM Tirta Medal, North Sumedang Branch, Sumedang Regency. Efforts to improve service quality can be done in various ways. And usually every organization has a different way of improving service quality. To find out the efforts made by the PDAM Tirta Medal Office North Sumedang Branch, Sumedang Regency in improving service quality, the discussion is described as follows:

1. Service procedure

Service procedures that must be easy to understand and easy to implement, so as to avoid bureaucratic procedures that are very excessive, convoluted. Based on the results of interviews, observations and documentation of the sub-indicators of service procedures, researchers concluded that efforts were made to make service procedures easier to understand by providing socialization to customers. In addition, installing service procedures that are printed and displayed in the service implementation room so that customers who come can read so that they can understand the clarity of service procedures well.

2. Services are provided clearly and definitively

Services are provided clearly and definitively, so that there is clarity and certainty for customers in receiving the service. Based on the results of interviews, observations and documentation of service sub-indicators are given clearly and definitively, the researcher concluded that, efforts made so that services are provided clearly and definitively in providing services are always guided by SOPs and also MENPAN Decree Number 63 of 2004 concerning service standards, so that in acting always be certain and clear with these regulations as guidelines.

3. Effective and efficient

Service delivery is always strived so that services can be carried out effectively and efficiently. Based on the results of interviews, observations and documentation of effective

and efficient sub-indicators, the researcher concluded that, in order for services to be carried out effectively and efficiently, it can be carried out by, for example, service procedures must be clear and certain.

4. Pay attention to speed and punctuality

Service always pays attention to the speed and punctuality that has been determined. The researcher concluded that, efforts to always pay attention to speed and punctuality in carrying out services are carried out by means of good time discipline from service providers and service recipients, because if the two are not equally disciplined in time, it will be difficult to be precise and fast on time.

5. Ease of access

Customers at any time easily obtain various information related to services openly. Based on the results of interviews, observations and documentation from the sub-indicators of ease of access, researchers concluded that, efforts to provide ease of access were carried out by utilizing IT advances to make it easier for customers to access various service information and other information.

6. Ease in various service activities both technical and administrative

In various service activities, both technical and administrative, customers are always treated with the motto of the customer is king and the customer is always right. Based on the results of interviews, observations and documentation of convenience sub-indicators. In various service activities, both technical and administrative, researchers concluded that convenience in various service activities, both technical and administrative, is one of the efforts by providing clarity. This clarity includes in:

- Technical and administrative requirements of public services.
- Work unit/official who is authorized and responsible for providing services and resolving complaints/problems/disputes in the implementation of public services.
- And also details of public service fees and payment procedures.

In this case, researchers see that there is a compatibility between reality in the field and the theory proposed by Sedarmayanti [6] stating the characteristics of services that must be owned by service delivery organizations, one of which is in various service activities, both technical and administrative, customers are always treated with the motto customers are kings and customers are always right. And the reality in the field on the object of research, ease in various service activities, both technical and administrative, is one of the efforts by providing clarity. This clarity includes technical and administrative requirements of public services. Work unit/official who is authorized and responsible for providing services and resolving complaints/problems/disputes in the implementation of public services. And also details of public service fees and payment procedures.

IV. CONCLUSION

Based on the results of research and discussion, researchers draw the following conclusions: The service

quality of PDAM Tirta Medal North Sumedang Branch Apparatus Sumedang Regency has been good in providing services, it can be seen in terms of service officers can provide services properly and appropriately. Officers also provide guarantees on time in providing services, prioritizing public interests over personal interests, officers provide services with a friendly attitude and courtesy with no discrimination (discrimination). Efforts to Improve the Service Quality of PDAM Tirta Medal Apparatus North Sumedang Branch, Sumedang Regency. Service procedures that must be easy to understand and easy to implement, so as to avoid bureaucratic procedures that are very excessive, convoluted. Services are provided clearly and definitely, so that there is clarity and certainty for customers in receiving these services. Service delivery is always strived so that services can be carried out effectively and efficiently. Providing services always pays attention to the speed and punctuality that has been determined. Customers at any time easily obtain various information related to services openly. In various service activities, both technical and administrative, customers are always treated with the motto the customer is king and the customer is always right

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