

Investigation of Efforts to Improve PDAM Services in Grobogan Regency

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ABSTRACT

The quality of public services offered by Grobogan Regency's Regional Drinking Water Company (PDAM) is the focus of this study. according to the theory of the issues at hand. This study falls under the category of descriptive research, which is studies that provide an account of field phenomena. The author used observation, documentation, and interviews to gather data. The study was carried out in Grobogan Regency's Regional Drinking Water Community (PDAM). The findings of this study are utilized to talk about ways to make the Regional Drinking Water Company (PDAM) in Grobogan Regency's services more customer-satisfied.

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1. Introduction

The government providing public services to the community is a consequence of the government's role as a public servant, so the government's position in public services is very strategic because it determines how much the government can do. So. services are provided properly to the community and the extent to which the state carries out its duties appropriately; (Kamar & Pahala, 2024). State agencies at the federal, regional, and state-owned companies are in charge of providing public services, which are the province of the state. Public products and services are examples of public services. Furthermore, society is becoming more receptive to criticism of public services. As a result, management concerns are crucial in planning and directing every action taken by a service business in order to meet objectives. A dynamic interaction between users and service providers, as well as between services and individuals, is what is meant by service quality.

Sahetapy & Jesajas (2023), public services are closely related to efficiency, responsiveness, timeliness and available infrastructure. If the services offered meet the expectations of service users, it can be interpreted as high quality services. On the other hand, if the service offered does not meet the expectations of service users, it could mean that the service is not valid. Consumer perceptions and laws or regulations pertaining to service quality define either good or poor service quality, not the opinions or perspectives of service providers.

As people's living standards develop, demand for public services also grows. Consumers do not want their needs met, but rather the quality of the service they receive, e.g. B. availability of clean water that can satisfy customers (Aliim et al., 2024). In this case, PDAM plays a role. According to Law Number 5 of 1962, PDAM is a regional government business unit that provides services and carries out public activities in the drinking water sector. The Indonesian Ministry of Public Works and Public Housing (PUPR) has 387 Regional Drinking Water Companies (PDAM) in 2020, an increase of 1.8% from 2019. PDAM Grobogan as a regional company which operates in the field of

providing clean water, as a profit-oriented company is also expected to be able to provide clean water for the residents of Grobogan city with quality services in accordance with its provision. The Grobogan City Regional Drinking Water Company (PDAM) has tried to provide the best service but still often receives complaints from the public or its customers.

As consumers, people look for satisfactory service when they try to satisfy their wants and needs. Given the advancements in economics, technology, and consumer society's capacity for thought, people need to realize that they have a right to quality service and that the prices they pay for it should be commensurate with their wants and preferences, so that these needs are met. and desires with an appropriate level of satisfaction (Aliim, et al., 2023). Public demands for quality public services with clear procedures, implemented without delay and at affordable costs, have re-emerged from time to time. This demand develops along with the growing awareness that citizens have the right to be involved in the life of a democratic nation-state (Suryawan et al., 2023). The information in the table below provides an overview of the number of complaints regarding the quality of business services submitted by customers to PDAM Grobogan Regency in the period 1/2 2022 (6 months) and the percentage of complaints submitted.

Table 1. Recapitulation of the Number of Customer Complaints for the 6 months of 2023.

Month	Number Of Complaint	Implemented Not Yet	Implemented
January	38	36	3
February	51	43	5
March	60	60	1
April	42	38	1
May	63	58	3
June	48	45	2
Total	296	280	15

^a. (Source: Recapitulation Report on the Number of Complaints from Grobogan Regency PDAM Customers, 2023)

It can be concluded from the table above that it shows that there are still many complaints from PDAM customers and 34.4% of them have not been implemented for 6 months, which means that the monthly average of complaints that have not been implemented is 5.4%. PDAM customers' complaints are still heard both through print and online media, the reason is the lack of service for them. PDAM customers are experiencing large water losses caused by scammers and pipe leaks in the pipeline network. Another problem is related to the lack of staff to communicate with new PDAM customers during home visits (SR). This is because not all procedures have been published openly, the speed of service, facilities and infrastructure as well as the processing time from desire to completion of the service are less than optimal. This results in the service completion time not being within the specified time (Hendi et al., 2019). The service offered to customers by PDAM Grobogan is one of the most important things, so the quality of service must be evaluated. Suryawan et al., (2023) special knowledge is required from authorities or companies in social services. All of this is done so that people are satisfied with the services provided and expect reciprocity when people are also aware of their obligations. Services can also determine the agency's image and income in the eyes of the public. In connection with the problems that have been described, researchers are interested in conducting research regarding

2. Method

Data collection methods are about types of statements, circumstances, activities and the like. Data collection to obtain the information needed to achieve the report objectives. The data collection methods used in preparing this report were interviews, observation and documentation (Sugiyono, 2019). The following description includes:

2.1. Interview

Interviews are data collection techniques that are carried out face to face with sources through direct question and answer sessions. According to (Sugiyono, 2018), the interview technique collects information for research purposes through face-to-face questions and answers between the interviewer and the respondent, with or without using an interview guide. This interview process is carried out individually or in groups to obtain information-oriented data. The purpose of an interview is to record opinions, feelings, emotions, etc. about the people in an organization.

Interviews must be recorded or taped so that the data obtained can be reviewed. In-depth interviews were conducted to obtain direct data through a series of question and answer sessions with the participants. The reporter used as a reporter in this investigation has been forwarded to:

- Head of the Public Service Department, the information you want to obtain is related to the quality of PDAM services
- Staff or employees who provide services, the information they want to receive is environmental conditions, such as. Information that can support the operation of the facilities provided and implemented.
- 5 (five) Account Managers who use the Service as additional information and support for all types of information received by the Service Agent.

2.2. Observation

The data collection method is carried out by observing, seeing and directly collecting the necessary data at the location where the research is carried out. Observation can also be interpreted as systematically observing and recording the phenomena being studied. In a broad sense, actual observations are not limited to observations made directly or indirectly. Observation data collection technology, namely data collection technology for direct observation in the field. The recorded object data is collected at the location of the incident, so that researchers are close to the object to be examined or observed. In this research, researchers observe space or place, actors, activities, objects or tools, time and events (Nurhayaty, 2022).

The author is involved in daily activities with company employees so that they can be observed and researched to be used as a source of reported data. Authors participated in data source functionality. This observation makes the data obtained more complete, sharper, and provides a sense of the importance of each behavior that appears. In the company, the author acts as an employee and can observe employee behavior at work, intellectual work, relationships between employees and other employees, business processes in the company and so on.

2.3. Documentation

Apart from conducting interviews and observations, the information received will be packaged in the form of daily notes, photo archives and activity reports for more detailed information. This method is a data collection method that obtains important records that are relevant to the problem being investigated, where complete and valid data is obtained and not based on estimates and work instructions. Track data from company documents related to the main topic and create reporting materials as supporting data that does not come from observations or interviews. Documents required to prepare this report. The data analysis method in this writing is to use a comparative study. Li et al., (2019) comparative research is a form of narrative research that seeks to find fundamental answers regarding causes and effects, by analyzing the factors that cause the occurrence or outcome of a particular reality. Compares between 2 or more groups. Everything is more general & broad. Nurhayaty (2022) the comparative method is used to compare similarities & disparities 2 or more pieces of information & properties of objects studied according to a certain framework of thought. By using comparative methods, researchers can find fundamental answers about the causes of impacts by analyzing causal factors

3. Results and Discussion

This problem is a serious problem for PDAM Grobogan Regency because the problem causes sales volume to decrease as a result of which the company's profits decrease. If the company does not immediately make improvements in public services, the company will continue to experience a decline in sales.

3.1. Data Analysis

The client or service user has an impact on the quality of the service. As a result, customer assessments of the service received—including whether or not it met the customer's expectations—can be used to determine the quality of an organization's offerings. People have an extremely high need for the hygienic water provided by the PDAM due to the rapid population growth. The amount of clean water is even greater, and this can be utilized as a guide to further enhance service quality.

Additionally, the presence of PDAM can enhance residents' quality of life and health. Many residents value PDAM greatly. Based on PDAM manufacturing output, it is hoped that PDAM will be better equipped to overcome the difficulties that come up. As a result, it's important to understand that the PDAM Grobogan Regency's service quality may be assessed using the following service quality indicators, which the author gathered from speaking with a number of sources. Based on the aforementioned interview, it can be inferred that although the organization's physical infrastructure and surroundings provide more or less tangible proof of the services offered by the service provider, the facilities offered by PDAM Grobogan Regency are still insufficient. Customers are interested in the facilities and amenities offered. In addition to the importance of human resources themselves, this function highlights the critical role that facilities and service vehicles play in ensuring the seamless execution of services. Because well-maintained vehicles and facilities can bolster a positive perception of the PDAM itself, PDAMs must constantly be aware of these things. In addition to providing equipment, service-supporting facilities help achieve service quality, which can either satisfy customers or clarify their displeasure.

3.2. Reliability

Based on several interviews with customers and interview results above it can be concluded that the service methods offered by PDAM to customers are quite good, but there are still problems related to staffing. In this case, employees must do their best during the service process between service users and service providers and be able to provide the promised service quickly, precisely and satisfactorily.

3.3. Responsiveness

From the interview, it can be concluded that PDAM employees are sufficient responsive in providing services and PDAM intends to implement a one day service system for servicing customer complaints and processing claims. If there are customers who have to wait to be processed and resolved, it is because other queues are already waiting and have previously reported the problem to PDAM. Even though PDAM still has a small number of technicians and they work in their respective fields.

3.4. Guarantee/insurance

After conducting interviews with the results of the interviews above, it can be concluded that the security offered by PDAM is quite good. This can be seen from customers who talk about the cleanliness of the exterior and the friendliness of the staff which makes this place comfortable. This shows that safety involves the ability of employees to know the product well, the quality of friendliness, attention and politeness in the provision of services, communication skills and the ability to inspire customer trust in the company. Apart from that, it can prioritize the family atmosphere shown by employees to give a good impression.

3.5. Emphaty

From the results of the interview, it can be concluded that the service provided to customers, especially based on empathy indicators, can be said to be poor. Because service does not fully meet customer expectations. This is because customers still complain about poor water service even though other services are said to be good. It is not easy to understand and comprehend the desires of many people from various backgrounds and different characters. Therefore, PDAMs must always strive to provide services that truly satisfy customer needs.

Discussion

Based on the description of the problem above and looking at the conditions exists, it is necessary to carry out follow-up improvements and evaluation of PDAM Grobogan Regency service standards in order to improve service quality as follows :

1. (Physical/tangible evidence) Repair and improve facilities and existing infrastructure at PDAM Grobogan Regency Considering that nested and appropriate infrastructure improves the quality of repair services for our customers, we support technical implementation on site. As a result, it helps customers feel more comfortable queuing, paying bills, and completing other matters as promised is an important factor in public evaluation of a service providing organization.

2. If the service schedule and duration are appropriate, then customers will have a clear image and do not need to worry about the services provided. The less time it takes to provide a service, the better the service.
3. The responsiveness/accountability provided by PDAM is sufficient to respond when providing new connectivity services, paying bills and processing claims. PDAM has implemented a one-day service system in its connection service business, and strives to respond to customer complaints when damage occurs. If you have customers who have to wait to be processed and resolved, it is because another queue is already waiting and you have previously reported the problem to PDAM. PDAM engineers are few and work in their respective fields.
4. Grobogan Regency PDAM guarantees are good, but customers need to pay more attention and this can be seen in handling customer complaints. Dealing with customers can give organizations the opportunity to turn dissatisfaction into satisfaction.
5. Empathy towards technicians in carrying out their duties and responsibilities because there are still many customers who complain about poor water service even though other services are said to be good. Understanding and comprehending the desires of many people with various backgrounds and different personalities is not an easy task. For this reason, PDAM must always strive to provide services that truly suit the needs of its customers.

4. Conclusion

After the researcher describes the problems in the discussion, it can be concluded that a company cannot be separated from a problem whether in terms of marketing management, operations, finances and so on, including PDAM Grobogan Regency, a company operating in the field of clean water management which has been established since 1974 and was previously known as BPAM (Drinking Water Management Agency) under the Department of Public Works and Electric Power. In the analysis of this report, the problem emphasized is the quality of PDAM services in Grobogan Regency. The use of service quality indicators such as: direct (concrete) evidence of reliability, responsiveness, certainty and empathy. It can be seen that the main problem has two service indicators, namely direct display (tangible) and empathy (empathy). Considering that currently the facilities and infrastructure of PDAM Kab. Grobogan is still not enough to improve service quality. And there is still no empathy for poor water quality.

Customers feel that because there are still customer complaints regarding clean water services, namely peak water quality, PDAM does not care about the expected service. Based on the results of the analysis on PDAM Grobogan Regency and based on data and interviews with related sources, the researcher recommends to PDAM Grobogan Regency as follows, Improving the management of clean water quality is a public service because many village members complain that PDAM water sometimes contains mud or dirt. So, in managing water from rivers as a type of raw material so that there is not a lot of mud or dirt, it is necessary to check the processing of chemical content so that the water is healthy for consumption, then make several water reservoirs of 30,000 liters of water with filters and mud disposal sites, this is used for prevent clean water from being mixed with mud or dirt, so that when there are additional water reservoirs and waste disposal sites, it will be possible to increase sales volume. Create and improve tangible company infrastructure in public services, one of which is a water pump that has become porous or damaged due to Water pumps are the main tangible in providing water and inadequate service facilities can make it difficult for the public to complain about PDAM water.

So, when the service location is comfortable for the customer, the customer will not be angry and feel comfortable in the service location so that it can influence a good company image and possibly increase sales volume. PDAM Grobogan Regency needs to improve or add existing facilities in the office, especially in the office area. service so that customers who come are more comfortable, increasing the sense of empathy because customers feel that PDAM does not care about the service that customers expect because there are still complaints from customers regarding the clean water services provided, especially the quality of the water. When assigning tasks, PDAM Grobogan Regency gives interns more direction and guidance so they can complete them more effectively. Additionally, the company assigns relevant assignments to train the skills of interns who will be

interning there so that participants can develop the skills they acquire there to become future resources. and when navigating the workforce.

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