

ASSISTANCE IN THE REVIEW OF PUBLIC SERVICE POLICIES AT PDAM DENPASAR BALI

Ida Ayu Putu Kartini Dewi ¹, Putu Indah Dianti Putri ^{2*}, I Putu Prana Wiraatmaja ³

Universitas Pendidikan Nasional, Denpasar

^{1*} idaayukartini21@gmail.com, ² indahdianti@undiknas.ac.id, ³ pranawiraatmaja@undiknas.ac.id

Abstract

Public services are all activities in the context of fulfilling basic needs in accordance with the basic rights of every citizen and resident of an item, service and or administrative service provided by service providers related to the public interest. The problem to be discussed is the implementation of public service policies by the Regional Public Company for Drinking Water Tirta Sewakadarma for the people of Denpasar City. The technique used by the author is Purposive Sampling, namely Snowball Sampling in determining the informants of this study, where in the in-sample technique, the number starts from a small number and then enlarges according to information needs. For the Denpasar City Government, considering that clean water services are a basic human need, through PDAM Tirta Sewakadarma it is hoped that the participation of local governments in providing these services is because water is a basic need for humans, of course, people need these types of products. the ability of PDAM Tirta Sewakadarma Denpasar City which has provided facilities to support employee work and provide a sense of comfort to customers, neat appearance, to payment points that provide convenience to customer.

Keywords: Public Service, Customer Satisfaction, PDAM Denpasar.

INTRODUCTION

The existence of a country is basically to improve people's welfare. The state strives to meet the needs of its people. Thus the essence of the existence of a government in a region is basically to provide services to the community. This means that the government is not held alone and for itself but by the community and functions to serve the community and develop the potential of the community concerned to achieve mutually agreed results to realize the community's welfare. For this reason, the government through various organizations within it, strives to be able to provide the best service for its people (Rifqi, 2014).

Public services are all activities in the framework of fulfilling basic needs in accordance with the basic rights of every citizen and resident to goods, services and or administrative services provided by service providers related to public interests. Public Service Providers are institutions and public service officers, both Regional Government and Regional Owned Enterprises (BUMD) that provide public services while recipients (Irawan 2013). Public services are individuals or groups of people and legal entities with rights and obligations

towards public service. Article 10 of Law No. 22 of 1999 concerning Regional Government states that regions have the authority to manage regional resources available in their areas and are responsible for maintaining environmental sustainability in accordance with statutory regulations. As a form of handing over part of government affairs in public works to the regions, drinking water services are handed over to the Regional Government. Furthermore, through regional regulations the implementation is left to all agencies. In this case, the relevant agency is the Tirta Sewakadarma Water Supply Company, where the company is a Regional Owned Enterprise (BUMD) (Moeleong, 2013).

The Regional Public Company Drinking Water Tirta Sewakadarma City of Denpasar is one of the regional-owned business units engaged in water distribution for the general public. It sells its products to consumers and aims to meet human needs. The existence of Perumda Water Drinking Tirta Sewakadarma City of Denpasar plays an important role as a distributor of clean water for the people of Denpasar City evenly at all levels. This is intended not only to help meet the need of clean water for the general public but also to become a source of local revenue for the City of Denpasar.

In providing services to the community, Perumda Tirta Sewadarma Drinking Water, Denpasar City, has the following vision: "To become a healthy company with excellent service". If excellent service to customers/community can be implemented by Perumda Water Drinking in the City of Denpasar, then in the end, it is hoped that Perumda will become healthy. Healthy here means that in running the company, the Regional Drinking Water Company can obtain profits so that it can improve service to customers, improve the welfare of Denpasar City Water Supply Perumda employees, and can also contribute to increasing Regional Original Income to Denpasar City Government owners. While the mission is a task that is felt as an obligation to be carried out for the sake of the company by examining a) what Perumda's line of business really is; b) what are Perumda's products; c) what is the Perumda market like and who are the consumers; and d) who owns Perumda and what are their wishes, then Perumda Water Drinking Tirta Sewakadarma City of Denpasar states that its missions include: 1) creating excellent service to support Smart City; 2) play an active role in encouraging the preservation of raw water sources; 3) achieving healthy company financial performance; 4) realizing the creation of a positive work culture; and 5) increase work productivity and employee welfare.

Based on the description above, the author carries out community service activities by studying about analyzing the implementation of public service policies by the Tirta Sewakadarma Regional Public Water Company for the people of Denpasar City.

IMPLEMENTATION METHOD

This research is a type of qualitative research conducted at the Tirta Sewakadarma Water Supply Company. Qualitative research aims to understand the phenomena experienced by research subjects. For example, behavior, perception, motivation, action, etc.

In this observation, the object used was to carry out fieldwork practices at the Tirta Sewakadarma Regional Public Water Company. In collecting data by observation, interviews and documentation were processed using quantitative data processing techniques, which showed that activities in qualitative data analysis were carried out interactively and

continuously completely so that the data is saturated (Miles & Huberman 2014). Data saturation in question is not obtaining new data or information.

The method of implementing service activities in the context of Field Work Practices at PDAM Tirta Sewakadarma Denpasar consists of the following implementation stages.

1. Preparation of Community Service Activities

Implementing the fieldwork practice program consists of preparatory activities: debriefing, coordination, deployment, observation, and program design. The debriefing takes place two weeks before the jump.

2. Implementation of Service Activities

The service is carried out for two months at the Tirta Sewakadarma Regional Drinking Water Company. The first implementation carried out observations for two weeks to find problems and obstacles to public service problems. The second implementation, which was carried out for two weeks, aimed at analyzing laws and regulations regarding public policy services.

The third implementation, which was carried out for two weeks at this stage, was providing solutions and discussions, providing the analysis results referring to laws and regulations to achieve effective, efficient services. And the implementation of the last activity was carried out for two weeks, which aims to evaluate complaints or complaints that enter the website/social media in the Public Relations section and directly communicate with the technical section to handle it immediately.

RESULTS AND DISCUSSION

Water is one of the natural resources that every living thing needs. Water is a primary need used by humans in everyday life for various things such as drinking, cooking, bathing, washing, offerings, and worship (Ibrahamin, 2008).

As the population increases, the need for clean water increases. To meet the demand for clean water, the government manages a Regional Owned Company, the Regional Drinking Water Company, commonly known as PDAM. The Regional Drinking Water Company (PDAM) is a regionally owned business unit that is engaged in meeting the needs of clean and healthy water for households and companies to support economic development and the health status of the population (Abdul, 2014).

PDAM Tirta Sewakadarma City of Denpasar, as a public service company, prioritizes fulfilling community satisfaction through the provision of goods and services to meet the needs of drinking water for the community that meets health norms and standards in a sustainable manner, prioritizing equity, and considering the affordability of people's purchasing power (Pandji, 2017).

Based on RI Law No. 25 of 2009 concerning Public Services states, "the implementation of public services is based on: public interest, legal certainty; equal rights; balance of rights and obligations; professionalism; participatory; equality of treatment/non-discrimination; openness; accountability; special facilities and treatment for vulnerable groups; punctuality; speed, convenience, and affordability". Every public service provider is required to be able to provide appropriate and fast services, in addition to having the conveniences offered and always paying attention to the rights and obligations of service users.

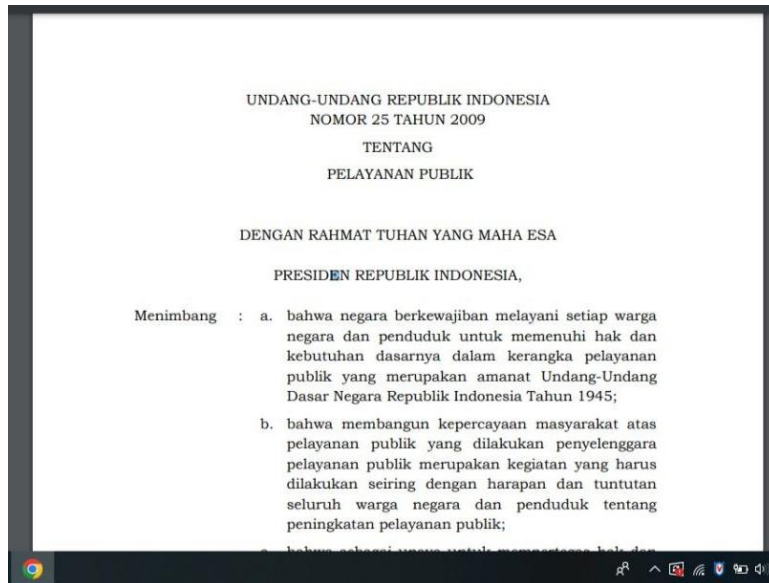


Figure 1. RI Law No. 25 of 2009

PDAM Tirta Sewakadarma City of Denpasar always strives to meet customer needs as expected, but this is outside the reality of customer behavior in responding to the performance that has been given. Having a large number of customers and the spread of service area coverage raises various problems. In production, clean water is often unstable due to disrupted installations and a lack of natural water sources. This results in less than optimal water supply provided by PDAM Tirta Sewakadarma City of Denpasar to customers. Based on the 2022 complaint report, the problems that customers often complain about are leaking pipes and water not flowing.

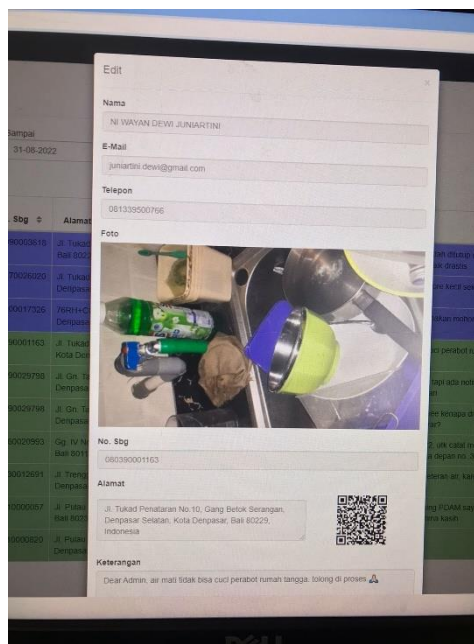


Figure 2. Reports of no running water

Denpasar City as a provider of clean water services for the people of Denpasar City, always strives to provide optimal service by providing services according to service standards.

The following are the results obtained by researchers regarding customer satisfaction as seen from the 5 (five) dimensions of service quality: tangible, reliability, assurance, responsiveness, and empathy.

1. Direct evidence (Tangible)

Direct evidence (tangible) can also be called physical evidence, namely the ability of PDAM Tirta Bening, Pati Regency, to show outsiders (customers) about its existence in providing and providing services. Facilities, supporting technological equipment, to the appearance and ability of employees to provide services, are concrete evidence that customers can feel directly.

In this case, it is known that PDAM Tirta Sewakadarma City of Denpasar has provided facilities for employees and service support to customers, such as the availability of computers, internet, waiting rooms, chairs for queuing, good parking lots, and other supporting equipment.

2. Reliability

Reliability is the ability of employees to provide services that can be understood by customers and can be relied upon in accordance with consumer expectations regarding speed, punctuality, no errors, sympathetic attitude, and so on so that customers can feel that the service can really be trusted. Reliability in the service process includes service procedures, providing water quality as promised, and providing accurate and timely services.

The new connection procedure is easy, customers can come directly to the branch office by bringing a photocopy of their KTP and giving their mobile number to the employee. Employees will register new prospective customers online. PDAM staff in explaining new connection procedures to customers are reliable and can be understood by customers. However, the process of installing a new connection can only be served indirectly due to the availability of the raw water source used by the PDAM. Due to limited raw water sources, customers must be on a waiting list in advance.

3. Assurance

As a service company, PDAM Tirta Sewakadarma City of Denpasar must guarantee good service quality to customers as service users. Customer trust in the company is a measure of the company's success in providing services. The scope of the dimension of assurance (assurance) is related to the behavior of employees who deal directly with customers, such as hospitality, attention, courtesy, honesty, and communication when providing services to customers. Guarantees and certainty are obtained from employee courtesy, good communication, and knowledge possessed so as to foster a sense of trust in service users (Fahmi 2013).

4. Responsiveness

In providing services to customers, employees who can complete them quickly are needed. The speed of service provided is the responsiveness of the officer in providing the required service. This responsiveness is a result of reason and thought shown to customers. Responsiveness can be seen in responding to various complaints or suggestions submitted by customers.

5. Empathy

The empathy shown by the company, such as the ease of contacting service providers, the ability of employees to communicate with customers, and the company's ability to

understand the wants and needs of its customers. The form of attention the company gives to customers can be shown when handling complaints submitted by customers. Companies that can treat customers well provide an opportunity to turn dissatisfaction into satisfaction.

Based on the data obtained by researchers, it is known that PDAM Tirta Sewakadarma Denpasar City has made various efforts to deal with multiple obstacles during the implementation of clean water services. Following are the steps made by PDAM Tirta Sewakadarma City of Denpasar to deal with problems with clean water services.

1. Finding and opening new sources of raw water

PDAM always attempts the process of adding raw water to meet the need for clean water. One of the efforts made is by gradually opening the water reservoir.

2. Perform pipe replacement gradually

Due to the technological age of a tool that has run out can give new problems, it is necessary to carry out prevention and repair efforts. Replacing large water transmission pipes cannot be done directly because it is located underground, so a replacement can be done in the event of a leak.

3. Increasing the number of generators

In dealing with external problems, especially with the provider of energy sources, namely PLN, the PDAM installed a generator in one of the service areas. Installing a generator is one of the efforts to anticipate in the event of a power outage.

The business carried out by PDAM is by installing generators in areas that are prone to power outages and also the head office, which is the operational place for clean water treatment before distribution to customers. Having a generator can keep the distribution of water running even though the source of electrical energy from PLN is out.



Figure 3. Submission of solutions to problems that occur

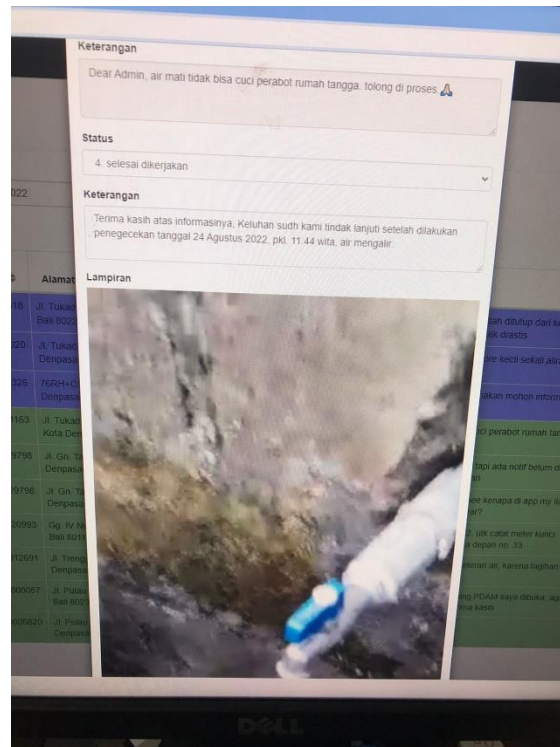


Figure 4. Evaluation of PDAM Tirta Sewakadarma services

CONCLUSION

Based on the results of the analysis and discussion, the conclusions that researchers can summarize are related to customer satisfaction with clean water services, constraints, and solutions that can be done. To PDAM Tirta Sewakadarma Denpasar City Customer satisfaction in Clean Water Services at PDAM Tirta Sewakadarma Denpasar City on the dimensions of direct (tangible) evidence, customers are satisfied, it can be seen from the ability of PDAM Tirta Sewakadarma Denpasar City which has provided facilities to support employee work and give a sense of comfort for customers, neat appearance, to payment points that offer convenience to customers. Businesses carried out by PDAM Tirta Sewakadarma City of Denpasar in facing clean water service constraints, namely seeking and opening new sources of raw water, replacing pipes in stages, and increasing the number of generators.

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