

INTISARI

Kebutuhan ketersediaan air bersih telah diatur oleh negara melalui PERUMDA (Perusahaan Umum Daerah Air Minum). Berdirinya PERUMDA akan membantu kebutuhan air bersih bagi masyarakat. PERUMDA merupakan Badan Usaha Milik Daerah yang bergerak dalam pelayanan air bersih. PERUMDA memiliki tugas pokok mendistribusikan air bersih untuk meningkatkan kesejahteraan masyarakat, serta bertujuan untuk mendapatkan keuntungan. Tujuan penelitian ini adalah untuk mendeskripsikan daya tanggap PERUMDA Tirta Mayang dalam menangani keluhan masyarakat/pelanggan dan untuk mengetahui banyaknya keluhan pelanggan yang bisa ditangani oleh PERUMDA Tirta Mayang kota Jambi dan pengaduan diteruskan serta diselesaikan oleh lembaga Ombudsman. Penelitian ini akan dilaksanakan dengan menggunakan pendekatan analisis data kualitatif. Teknik penentuan informan yang akan dipergunakan dalam penelitian ini adalah purposive sampling, dengan mengambil sampel Supervisor Keluhan Pelanggan PERUMDA Tirta Mayang Kota Jambi, 5 orang pelanggan pengguna jasa PERUMDA Tirta Mayang Kota Jambi yang mewakili wilayah Kecamatan Jambi Selatan dan Kepala Keasistenan Maladministrasi Perwakilan Ombudsman Kota Jambi. Hasil penelitian menunjukkan daya tanggap PERUMDA Tirta Mayang dalam menangani keluhan Pelanggan di kecamatan Jambi Selatan Kota Jambi belum begitu baik atau tidak sesuai dengan ekspektasi pelanggan. Bukan hanya keluhan terkait kualitas pelayanan fisik saja, namun juga pelayanan non fisik/administrasi. Keluhan tersebut antara lain lambatnya penanganan air kotor berwarna kecoklatan, pencatatan meteran pemakaian oleh petugas lapangan tidak akurat, lambatnya penanganan pipa bocor. lambatnya pemasangan air pada pengguna baru dan customer services yang sangat sulit dihubungi. Wawancara yang dilakukan bersama Supervisor PERUMDA Tirta Mayang Kota Jambi dijelaskan bahwa jumlah keluhan yang dapat diatasi oleh PERUMDA Tirta Mayang pada tahun 2020 adalah 5.817 keluhan. Sedangkan wawancara bersama Kepala Keasistenan Maladministrasi Perwakilan Ombudsman Kota Jambi disampaikan bahwa jumlah keluhan diteruskan Masyarakat ke Ombudsman pada tahun 2020 sebanyak 7 pengaduan.

Kata Kunci : Daya Tanggap, Keluhan Pelanggan, Air Bersih.

ABSTRACT

The need for clean water availability has been regulated by the state through PERUMDA (Regional Public Company for Drinking Water). The establishment of PERUMDA will help the community's need for clean water. PERUMDA is a Regional Owned Enterprise that is engaged in clean water services. PERUMDA has the main task of distributing clean water to improve the welfare of the community, as well as aiming to make a profit. The purpose of this study is to describe the responsiveness of PERUMDA Tirta Mayang in handling public/customer complaints and to find out the number of customer complaints that can be handled by PERUMDA Tirta Mayang Jambi city and complaints are forwarded and resolved by the Ombudsman. This research will be carried out using a qualitative data analysis approach. The informant determination technique that will be used in this study is purposive sampling, by taking samples of PERUMDA Customer Complaints Supervisor Tirta Mayang Jambi City, 5 customers who use PERUMDA Tirta Mayang services in Jambi City representing the South Jambi District and the Head of Maladministration Assistantship for the Jambi City Ombudsman Representative. The results showed that the responsiveness of PERUMDA Tirta Mayang in handling customer complaints in the Jambi Selatan sub-district, Jambi City was not so good or not in accordance with customer expectations. Not only complaints related to the quality of physical services, but also non-physical/administrative services. These complaints include the slow handling of brownish dirty water, inaccurate recording of usage meters by field officers, slow handling of leaking pipes, slow installation of water for new users and customer services that are very difficult to contact. Interviews conducted with the Supervisor of PERUMDA Tirta Mayang Jambi City explained that the number of complaints that could be handled by PERUMDA Tirta Mayang in 2020 was 5,817 complaints. Meanwhile, in an interview with the Head of Maladministration Assistantship for the Jambi City Ombudsman Representative, it was stated that the number of complaints forwarded by the community to the Ombudsman in 2020 was 7 complaints.

Keywords: Responsiveness, Customer Complaints, Clean Water.

