



Quality of Public Service for Regional Water Companies: A Case Study in Local Water company Region II Makassar City

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Abstract

This article reviews the quality of public services of the Regional Water Company (PDAM), which is a regional company, is given the responsibility to develop and manage water supply systems and to serve all groups of consumers at affordable prices. Until now PDAM is the only public service company in the field of water supply, if it is not able to manage supply and demand properly, the presence and role of PDAMs will always be highlighted by the public as consumers. PDAM Region II of Makassar City is faced with problems concerning the quality of services that are still unsatisfactory to the public. This is indicated by the community perception, water that is still unable to deliver water continuously 24 hours a day and the response of the community, especially customers in zones 33 and 38, Makassar city is average -Rata stated that it was still ineffective on the level of drinking water services by PDAM Region II Makassar City.

Keywords: *Quality; Public Services; PDAM*

Introduction

Regional companies as companies with part of capital or all of them are regional assets separated unless otherwise stipulated or based on the laws of the establishment of regional companies must be regulated by regional regulations that aim to participate in carrying out regional development in particular and national economic development in general in order to meet people's needs (Al'Afghani, 2006).

There are two functions inherent in regional companies, namely the first economic function and the second social function. More than that, in terms of its management there should be no monopoly and all-round mechanism of the State, whereas from the point of view of capital participation and ownership of assets as a whole is still the property of local governments (Nurdin et al., 2013).

The purpose of regionally-owned enterprises (BUMD) is not much different from the objectives of state-owned enterprises (BUMN), which are supporting economic development, achieving horizontal and vertical distribution for the community, providing sufficient supply of goods for the livelihoods of many people, being able to cultivate profits and support the implementation of the development plan. The level of difference is only in ownership, namely in the context of countries and regions. One of the

BUMDs that carry out the mandate and strategic role in the region is the Regional Water Supply Company (PDAM), which serves to serve the needs of many people's lives and at the same time collect public funds through obtaining profits from their businesses.

PDAM, as a regional government-owned business entity that carries out the service function generates drinking/clean water needs for the community, is expected to be able to provide clean water services that are evenly distributed to all levels of society, assist the development of the business world and support development activities in the region.

PDAM is a regional company as a provider of clean water that is monitored and monitored by the executive and legislative branches. PDAM as a regional company is given the responsibility to develop and manage a water supply system and to serve all groups of consumers at an affordable price.

The quality of service provided by producers to consumers and customer satisfaction with the company. Quality of service is a must for the company to be able to survive and still get the trust of its customers (Kandampully, 1998). Service, in this case, is defined as services provided by the service owner in the form of convenience, speed, relationships, abilities, and hospitality aimed at attitudes and properties in providing services for customer satisfaction.

Quality of service is a form of consumer assessment of the level of service received with the expected level of service. If customer expectations are exceeded by perceived service quality, service quality is very high (Hu, et al., 2009) If the perceived service is not in line with customer expectations, the quality of the service provided is satisfactory. in service Customer satisfaction in the service sector is an important and decisive element in growing the company so that it continues to get the trust of its customers.

Public Services in Indonesia

Service is always associated with one's activities to meet the needs, hopes, desires of others. In defining service, it is always associated with services. In addition, Moenir (2006) states that the activities carried out by a person or group of people on the basis of material factors through a system of procedures and with certain methods in the framework of efforts to meet the interests of others according to their rights. This explains that service is a form of system, procedure or certain method provided to others in terms of customers so that the customer's needs can be met according to their expectations.

Public services are often seen as a representation of the existence of government bureaucracy because it is in direct contact with the demands of the factual needs of the community for the role of government. The philosophy of public service places the people as subjects in the process of governance. The morality of public service is the dedication of that philosophy, namely the empowerment of the people in relation to the power structure. More explicitly, Sianipar (1999) explains that public services can be expressed as all forms of public sector services carried out by government officials in the form of goods and services, which are in accordance with the needs of the community and the provisions of applicable laws and regulations. In line with the opinion above, Senge (1994) said: "public service generally means service rendered by the public sector-the state or government".

In the development of the dynamics of the political life of government today, it is realized both internally and externally the life of the government bureaucracy, there is a central issue of public concern, namely the need for public bureaucratic reform in governance management. The urgency of reform is related to the demand for government management, especially society (services), making policies or provisions for the benefit of the community (regulation), and seeking empowerment. Through reform, the

public will be able to know the extent of the performance of the government bureaucracy, besides the community being placed in the real position, namely as the owner of the government.

Services to the community, the Minister of State Apparatus Empowerment (Menpan) has issued guidelines for public service procedures, namely the decision of Menpan Number 81/KEP/M.PAN/71993 regarding guidelines for public service procedures. The guideline is a general reference for central and regional government agencies.

Every public service provider must have service standards and be published as a guarantee of certainty for the recipient of the service. The service standard is a standardized standard in the administration of public services that must be obeyed by the service provider or recipient.

One effort to improve the quality of public services as mandated in the Law of the Republic of Indonesia Number 25 of 2000 concerning the National Development Program (PROPENAS), needs to be compiled studies on community satisfaction and community satisfaction index to assess the level of service quality. Then strengthened in Law Number 25 of 2009 concerning Public Services. According to the decision of Menpan No. 63 of 2003 service standards, at least include: (1) Service procedures carried out for service providers and recipients including complaints. (2) The settlement time determined from the moment of submission of application until the completion of the service including complaints. (3) Service fees include the details specified in the service delivery process. (4) Service products, service results to be received in accordance with established provisions. (5) Facilities and infrastructure. Provision of adequate service facilities and infrastructure by the administration of public services. (6) The competence of service providers must be determined accordingly based on the knowledge, expertise, skills, attitudes, and behavior required.

Quality of Public Services

Service quality can be assessed from many related factors, where service quality can be assessed from consumers' perceptions of enjoying the goods and services offered to consumers so that what is felt by consumers is a desire that is always fulfilled and expectations of the performance of goods and services offered by producers can be accepted.

To produce quality services Hsiao & Lin (2008) suggest a study at the tax office using the COSES (customer-oriented service-enhancement system) model. This study examines how government institutions extend customer-oriented ideas to all parts of the organization through system design and management as the COSES model (customer-oriented service-enhancement system). The studies that have been conducted generally focus on the satisfaction of the quality of services of certain public institutions based on community demands and operational service management standards, while this study focuses its attention on the interaction of supply and the design of service strategies. The COSES model used in this study is a system that is suitable for government institutions, mindset and customer-oriented service approaches. This study found that in such a competitive environment, the public sector is no longer a traditional organization with a hierarchical system, organizations must focus on customers such as the private sector and accept customer-oriented innovations.

Globalization trends have an impact on government, public institutions, leadership, and more competitive public services. COSES examines how an organization's vision enters into a customer-oriented idea and then takes it to all parts of the organization as a model and further develops the quality of service in accordance with customer demands. This model is a service system model with customer orientation as the main object. This model basically comes from observing the best models of Taiwan's public institutions. Chen et al argued that the comprehensive model must use two dimensions of CORE

(2008), namely (1) Design of customer-oriented service management and management, (2) Development of organizational culture. In the first dimension sequential five stages of customer-oriented service system management consist of 1. Customer identification, 2. Survey of customer needs, 3. Service system design, 4. Service delivery, 5. Service recovery.

Quality of PDAM Public Services

With the development of the standard of human life, the demands for public services are also increasing. Customers not only expect the fullest needs, but more than that is the quality of service such as the availability of clean water that is able to provide satisfaction to its customers, in this case, the role is the PDAM.

The regional water company, known as PDAM according to Law no. 5 of 1962 is a business unit owned by the regional government that provides services and the implementation of public benefits in the field of drinking water. PDAMs are needed by the community to meet the needs of clean water that is fit for consumption. Because groundwater in part has been polluted. The form of services performed by the Regional Drinking Water Company is to provide services in the provision of clean water to the community especially those who use the PDAM water service itself (Astuti, 2014; Lestari, 2019).

PDAM Makassar city is a regionally owned business entity that has duties and obligations in conducting water treatment and services, through the management of clean water infrastructure and distribution system arrangements, is required to be able to organize improvements in the service sector by developing services in a professional manner in an effort to provide satisfaction to its customers.

The rapid demand for clean water supply from the wider community along with the rapid progress and growth in Makassar that requires clean water treatment requires high professionalism and good management, this is an absolute condition that must be met as a form of good service consequences. According to Mbembae (2020) services in the form of public products must have a good response even though it does not necessarily have the same expectations by producers especially since the current era of social media allows complaints to be present through social media.

PDAM is not only seen as a BUMD that is demanded to be profit-oriented but also must be seen as one of the economic actors who absolutely gives satisfaction to the community as consumers, this condition is indeed a very dilemmatic reality and cannot be denied because one side of the rapid population growth has resulting in diminishing potential for water supply, while the other side of the growing demand for water. Until now PDAM is the only public service company in the field of water supply, if it is not able to manage supply and demand properly, the presence and role of PDAMs will always be highlighted by the public as consumers.

Case Overview of PDAM Public Services in Makassar City

Table 1 is a table regarding complaints reported by customers to Region II PDAM Makassar City.

Table 1. Customer Complaint Report region II PDAM Makassar City

Type of Complaint	Year		
	2013	2014	2015
Leakage	689	949	897
Can't get water	504	575	672
The meter is stuck	28	11	0
The meter is opaque	29	0	0
The meter is gone	111	80	36
The meter broke	0	54	72
Reopen	601	619	654
Close subscription	1503	1590	1130
Total	3455	3878	3461

Data source: Regional office II PDAM Makassar city

From Table 1, it can be explained that the majority of public complaints are on the subscription cover caused by a large number of customers who do not get water and pipe leaks that are not quickly handled by PDAM employees (survey results). The previous research concerning PDAM services in the city of Makassar was in 2014 with the title level of drinking water zones 33 and 38 using quantitative research methods with the results of the study as follows: (1). In terms of the quantity of water, the PDAM is still unable to meet all the needs of customers in zones 33 and 38. (2) In terms of water continuity, the PDAM is still unable to deliver water continuously for 24 hours a day. (3) In terms of the quality of distributed water, there are still consumers who complain about the problem of the quantity of water consumed both from the quality of turbidity, and the taste of water. (4) Based on public perception, especially customers in zones 33 and 38 in Makassar city, on average, said that they were still less effective in the level of drinking water services by the Makassar PDAM.

This fact shows that the Makassar City PDAM is faced with problems relating to services, namely the lack of quality of services provided to its customers. Therefore, the service quality of PDAM Makassar city that is able to provide satisfaction to its customers is one of the important issues in realizing a professional and reliable service system.

Conclusion

The quality of PDAM water services is still considered to be not optimal in providing public services that satisfy the community. As a case in point, the Makassar City PDAM, whose water quantity is still unable to meet all the needs of customers in zones 33 and 38, the public perception in the zones 33 and 38 of Makassar City, on average, states that it is still less effective in the level of drinking water service by the Region II PDAM of Makassar. This must be corrected properly, considering that PDAM is the only public service company in the field of water supply, if it is not able to manage supply and demand properly, the presence and role of PDAMs will always be highlighted by the public.

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