

## ABSTRAK

Apriadi, NPM : 2022507, Judul "**KUALITAS PELAYANAN PADA PT. TIRTA AGUNG AMUNTAI (PERSERODA) UNIT SISTEM PENYEDIAAN AIR MINUM (SPAM) PAMINGGIR KECAMATAN PAMINGGIR KABUPATEN HULU SUNGAI UTARA**" dibawah bimbingan Bapak Akhmad Berkatillah, S.Sos., M.A. sebagai Pembimbing I dan Ibu Jumai Latte, S.AB., M.AB., CIQnR. sebagai Pembimbing II.

Air bersih merupakan kebutuhan dasar yang berperan penting dalam menunjang kesehatan dan kesejahteraan masyarakat. PT. Tirta Agung Amuntai (Perseroda) Unit SPAM Paminggir dituntut memberikan pelayanan yang berkualitas. Akan tetapi, masih ditemukan keterbatasan peralatan dalam mendukung kelancaran distribusi air, ketidakpastian jadwal distribusi air, penagihan dan pencatatan meter, serta lambatnya penanganan keluhan. Penelitian ini bertujuan menganalisis kualitas pelayanan serta mengidentifikasi faktor-faktor yang mempengaruhinya.

Penelitian menggunakan pendekatan kualitatif deskriptif. Informan ditentukan melalui *purposive sampling* sebanyak 11 orang yang terdiri atas pegawai, petugas SPAM, dan masyarakat pengguna layanan. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Keabsahan data diuji melalui perpanjangan pengamatan, peningkatan ketekunan, triangulasi, analisis kasus negatif, dan *member check*.

Hasil penelitian menunjukkan bahwa kualitas pelayanan tergolong cukup baik. Pada dimensi *Tangibles*, sarana dan prasarana cukup memadai, namun fasilitas pendukung masih terbatas, seperti mesin pompa, alat pengukur meter, dan belum tersedianya generator set. Dimensi *Reliability* dan *Responsiveness* masih kurang baik karena keterbatasan pegawai, belum konsistennya jadwal distribusi air, penagihan, dan pencatatan meter, lambatnya penanganan keluhan, serta terbatasnya media informasi. Dimensi *Assurance* tergolong baik pada kejelasan prosedur dan cukup baik pada transparansi biaya, sedangkan dimensi *Empathy* tergolong baik melalui keramahan petugas dan perhatian terhadap kebutuhan masyarakat. Faktor pendukung meliputi sarana dan prasarana yang memadai, sikap petugas yang ramah, serta prosedur pelayanan yang jelas. Faktor penghambat meliputi keterbatasan pengadaan peralatan distribusi air dari kantor induk, kondisi geografis dan akses wilayah, kurangnya sumber daya manusia, serta belum tersedianya media informasi di kantor unit.

Untuk meningkatkan kualitas pelayanan, PT. Tirta Agung Amuntai (Perseroda) Unit SPAM Paminggir disarankan memprioritaskan fasilitas pendukung, konsistensi jadwal distribusi air, penagihan dan pencatatan meter, mempercepat penanganan keluhan sesuai SOP, serta menambah tenaga teknisi dan operator pompa.

**Kata Kunci:** kualitas pelayanan, SPAM, pelayanan publik, kualitatif deskriptif

## ABSTRACT

*Apriadi, Student ID: 2022507. Thesis entitled "Service Quality at PT. Tirta Agung Amuntai (Perseroda), Paminggir Drinking Water Supply System (SPAM) Unit, Paminggir District, Hulu Sungai Utara Regency", under the supervision of Mr. Akhmad Berkatillah, S.Sos., M.A. as Supervisor I and Mrs. Jumai Latte, S.AB., M.AB., CIQnR. as Supervisor II.*

*Clean water is a basic necessity that plays an essential role in supporting public health and welfare. PT. Tirta Agung Amuntai (Perseroda) Paminggir Drinking Water Supply System (SPAM) Unit is required to provide quality services that meet community needs. However, limitations in equipment to support the smooth distribution of water, uncertainty regarding the schedules for water distribution, billing, and meter reading, as well as delays in complaint handling are still encountered. This study aims to analyze the service quality of PT. Tirta Agung Amuntai (Perseroda) Paminggir SPAM Unit and identify the factors affecting service quality.*

*This study employed a descriptive qualitative approach. Informants were selected using purposive sampling and consisted of 11 participants, including employees, SPAM personnel, and service users. Data were collected through interviews, observations, and documentation, then analyzed using data reduction, data display, and conclusion drawing. Data trustworthiness was established through prolonged engagement, persistent observation, triangulation, negative case analysis, and member checking.*

*The findings indicate that the overall service quality was fairly good. In the Tangibles dimension, facilities and infrastructure were generally adequate; however, supporting facilities remained limited, particularly water pumps, water meter measuring devices, and the absence of a backup generator. The Reliability and Responsiveness dimensions were less satisfactory due to limited staffing, inconsistent schedules for water distribution, monthly billing, and meter reading, slow complaint handling, and limited information media. The Assurance dimension was rated good in terms of procedural clarity and fairly good in terms of cost transparency. Meanwhile, the Empathy dimension was considered good, as reflected in the friendliness of staff and their attention to community needs. Supporting factors included adequate facilities and infrastructure, friendly staff attitudes, and clear service procedures. Inhibiting factors include limitations in the procurement of water distribution equipment from the head office, geographical conditions and regional accessibility, limited human resources, and the unavailability of information media at the unit office.*

*To improve service quality, PT. Tirta Agung Amuntai (Perseroda) Paminggir SPAM Unit should prioritize the provision of supporting facilities, ensure consistent schedules for water distribution, billing, and meter reading, accelerate complaint handling in accordance with the Standard Operating Procedures (SOP), and increase the number of technicians and pump operators.*

**Keywords:** *service quality, Drinking Water Supply System (SPAM), public service, descriptive qualitative.*