

ABSTRAK

SALSYA BELLA NPM : 2022496 "KUALITAS PELAYANAN PUBLIK PADA PERUSAHAAN DAERAH AIR MINUM (PDAM) UNIT PRODUKSI IKK KASARANGAN KECAMATAN LABUAN AMAS UTARA KABUPATEN HULU SUNGAI TENGAH". Dibawah bimbingan Bapak Dr. Jumaidi S. Sos, M.AP sebagai pembimbing I dan Bapak Barkatullah, S. Sos, M.A. Sebagai pembimbing II.

Pelayanan air bersih merupakan pelayanan publik yang berperan penting dalam memenuhi kebutuhan dasar masyarakat. PDAM Unit Produksi IKK Kasarangan dituntut untuk memberikan pelayanan yang berkualitas kepada pelanggan. Penelitian ini bertujuan untuk mengetahui kualitas pelayanan publik, faktor-faktor yang mempengaruhi, serta upaya peningkatan kualitas pelayanan pada PDAM Unit Produksi IKK Kasarangan Kecamatan Labuan Amas Utara Kabupaten Hulu Sungai Tengah.

Penelitian ini menggunakan pendekatan kualitatif dengan tipe deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Sumber data diambil melalui penarikan sampel secara *purposive sampling* sebanyak 12 orang yang terdiri dari pegawai PDAM dan pelanggan. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan dengan uji kredibilitas data.

Hasil penelitian menunjukkan bahwa kualitas pelayanan publik pada PDAM Unit Produksi IKK Kasarangan cukup baik, berdasarkan teori Zeithaml et. dalam Hardiansyah (2018:64) lima dimensi kualitas pelayanan. Pada dimensi *tangible*, pelayanan terkendala keterbatasan fasilitas fisik. Dimensi *reliability* dan *responsiveness* belum optimal akibat keterbatasan sumber daya manusia serta sarana dan prasarana. Pada dimensi *assurance*, konsistensi biaya pelayanan masih dirasakan kurang baik oleh pelanggan, sedangkan dimensi *empathy* telah terpenuhi dengan adanya sikap ramah dan tidak diskriminatif dari pegawai. Faktor pendukung kualitas pelayanan meliputi sikap pegawai yang sopan, ramah, dan bertanggung jawab serta kerja sama tim yang baik. Faktor penghambat meliputi keterbatasan sarana dan prasarana, keterbatasan sumber daya manusia, serta kualitas air yang keruh pada musim hujan akibat keterbatasan kapasitas penampungan dan bahan penjernih air. Upaya peningkatan kualitas pelayanan dilakukan melalui perbaikan fasilitas secara bertahap, peningkatan koordinasi antarpegawai, serta pengawasan proses pengolahan air dan penanganan keluhan pelanggan.

Disarankan agar PDAM Unit Produksi IKK Kasarangan Kecamatan Labuan Amas Utara Kabupaten Hulu Sungai Tengah terus meningkatkan sarana dan prasarana pelayanan serta menjaga kualitas air yang disalurkan kepada masyarakat.

ABSTRACT

SALSYA BELLA NPM : 2022496 "QUALITY OF PUBLIC SERVICES AT THE REGIONAL DRINKING WATER COMPANY IKK KASARANGAN PRODUCTION UNIT LABUAN AMAS UTARA DISTRICT HULU SUNGAI TENGAH DISTRICT". Under the guidance of Mr. Dr. Jumaidi S. Sos, M.AP as mentor I and Mr. Barkatullah, S. Sos, M.A. As a mentor II.

Clean water service is a public service that plays an important role in meeting the basic needs of the community. The Regional Drinking Water Company IKK Kasarangan Production Unit is required to provide quality services to customers. This research aims to find out the quality of public services, influencing factors, as well as efforts to improve the quality of service at the Regional Drinking Water Company of the Kasarangan IKK Production Unit, North Labuan Amas District, Hulu Sungai Tengah Regency.

This research uses a qualitative descriptive approach with data collection techniques through observation, interviews, and documentation. Research informants were determined by the purposive sampling technique as many as 12 people consisting of the Regional Drinking Water Company employees and customers. Data analysis is carried out through data reduction, data presentation, and drawing conclusions with a data credibility test.

The research results show that the quality of public service at the PDAM of the IKK Kasarangan Production Unit is quite good, based on the theory of Zeithaml et. in Hardiansyah (2018:64) five dimensions of service quality. In the tangible dimension, services are constrained by the limitations of physical facilities. The dimension of reliability and responsiveness is not optimal due to limited human resources as well as facilities and infrastructure. In the assurance dimension, the consistency of the service cost is still felt bad by customers, while the empathy dimension has been fulfilled with a friendly and non-discriminatory attitude from employees. Supporting factors for service quality include a polite, friendly, and responsible employee attitude as well as good teamwork. Hindering factors include limited facilities and infrastructure, limited human resources, and cloudy water quality in the rainy season due to limited storage capacity and water purification materials. Efforts to improve the quality of service are carried out through the gradual improvement of facilities, increased coordination between employees, as well as the supervision of the water treatment process and handling customer complaints.

It is suggested that PDAM of the IKK Kasarangan Production Unit, North Labuan Amas District, Hulu Sungai Tengah Regency, continue to improve service facilities and infrastructure as well as maintain the quality of water distributed to the community.