ABSTRAK

MUHAMMAD ANSARI: 2022419. Kualitas Pelayanan PT. Tirta Agung Amuntai (Perseroda) dalam Penyediaan Air Bersih di Desa Tangkawang Kecamatan Haur Gading Kabupaten Hulu Sungai Utara. Di bawah bimbingan Bapak **Gusti Muhammad Hidayatullah, S.Sos.M.AP.** sebagai Pembimbing I dan Bapak **M. Noor Fuadi, S.Sos.M.AP.** selaku Pembimbing II.

Permasalahan umum penyediaan air bersih di Indonesia masih meliputi kualitas air yang belum memenuhi harapan, jaringan distribusi yang belum optimal, serta pencemaran sumber air. Kondisi tersebut juga terjadi pada pelayanan PT. Tirta Agung Amuntai (Perseroda) di Desa Tangkawang, yang ditandai dengan kualitas air yang belum konsisten, distribusi air yang belum stabil, dan lambatnya penanganan pengaduan masyarakat. Penelitian ini bertujuan untuk mengetahui kualitas pelayanan PT. Tirta Agung Amuntai (Perseroda) dalam penyediaan air bersih di Desa Tangkawang Kecamatan Haur Gading Kabupaten Hulu Sungai Utara, serta mengidentifikasi faktor-faktor yang memengaruhi kualitas pelayanan tersebut.

Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data yang digunakan terdiri atas data primer dan data sekunder, yang diperoleh melalui observasi, wawancara, dan dokumentasi. Informan penelitian berjumlah 13 orang yang dipilih dengan teknik *purposive sampling*. Uji kredibilitas data dilakukan melalui perpanjangan pengamatan, peningkatan ketekunan, triangulasi, diskusi dengan teman sejawat, analisis kasus negatif, dan *member check*.

Hasil penelitian menunjukkan bahwa kualitas pelayanan PT. Tirta Agung Amuntai (Perseroda) dalam penyediaan air bersih di Desa Tangkawang secara umum tergolong cukup baik, namun belum optimal. Berdasarkan lima dimensi kualitas pelayanan menurut Zeithaml, yaitu *tangible, reliability, responsiveness, assurance,* dan *empathy*, pelayanan telah berjalan dengan cukup baik, yang ditunjukkan oleh kemudahan proses dan akses pelayanan, kemampuan petugas dalam memberikan pelayanan, sikap ramah, tidak diskriminatif, serta adanya standar pelayanan yang jelas. Namun demikian, masih ditemukan kendala berupa kualitas air yang terkadang keruh dan berbau serta distribusi air yang belum stabil sehingga pelayanan belum sepenuhnya memenuhi harapan masyarakat. Faktor penghambat meliputi pengoperasian instalasi pengolahan air yang belum optimal, kurangnya pelatihan teknis petugas, kondisi jaringan pipa yang telah tua, serta medan wilayah pelayanan yang sulit. Adapun faktor pendukung meliputi adanya maklumat pelayanan, transparansi biaya sesuai SOP, dasar hukum yang jelas, serta pelatihan dan penerapan Standar Operasional Prosedur (SOP). Oleh karena itu, PT. Tirta Agung Amuntai (Perseroda)

Disarankan kepada Pegawai PT. Tirta Agung Amuntai (Perseroda) diharapkan dapat meningkatkan profesionalisme dan kompetensi petugas, mengoptimalkan pengelolaan instalasi dan jaringan distribusi, serta meningkatkan respons terhadap pengaduan masyarakat guna mewujudkan pelayanan air bersih yang lebih berkualitas.

ABSTRACT

MUHAMMAD ANSARI: 2022419. Service Quality of PT. Tirta Agung Amuntai (Perseroda) in Providing Clean Water in Tangkawang Village, Haur Gading District, Hulu Sungai Utara Regency. *Supervised by* ***Mr. Gusti Muhammad Hidayatullah, S.Sos., M.AP.*** *as Supervisor I and* ***Mr. M. Noor Fuadi, S.Sos., M.AP.*** *as Supervisor II.*

The provision of clean water in Indonesia continues to face several challenges, including water quality that does not consistently meet public expectations, suboptimal distribution networks, and contamination of water sources. Similar conditions are experienced in the services provided by PT. Tirta Agung Amuntai (Perseroda) in Tangkawang Village, as reflected in inconsistent water quality, unstable water distribution, and slow responses to public complaints. This study aims to examine the service quality of PT. Tirta Agung Amuntai (Perseroda) in providing clean water in Tangkawang Village, Haur Gading District, Hulu Sungai Utara Regency, and to identify the factors influencing the quality of its services.

This study employed a descriptive qualitative approach. The data consisted of primary and secondary data collected through observation, interviews, and documentation. Thirteen informants were selected using a purposive sampling technique. Data credibility was ensured through prolonged engagement, persistent observation, triangulation, peer debriefing, negative case analysis, and member checking.

The findings indicate that the service quality of PT. Tirta Agung Amuntai (Perseroda) in providing clean water in Tangkawang Village is generally considered fairly good, although it has not yet reached an optimal level. Based on Zeithaml's five dimensions of service quality tangibles, reliability, responsiveness, assurance, and empathy the company has performed reasonably well, as demonstrated by the ease of service procedures and accessibility, employees' competence in delivering services, friendly and non-discriminatory attitudes, and the implementation of clear service standards. However, several issues remain, including occasionally turbid and foul-smelling water and unstable water distribution, preventing the service from fully meeting community expectations. The main inhibiting factors include the suboptimal operation of water treatment facilities, insufficient technical training for employees, aging pipeline infrastructure, and the challenging geographical conditions of the service area. Meanwhile, the supporting factors include a clear service charter, transparent service fees regulated by Standard Operating Procedures (SOPs), a well-established legal framework, and the implementation of employee training and SOP.

It is recommended that the employees of PT. Tirta Agung Amuntai (Perseroda) enhance their professionalism and competence, optimize the management of water treatment facilities and distribution networks, and improve their responsiveness to public complaints in order to achieve higher-quality clean water services.