



Responsiveness of the Regional Public Drinking Water Companies Tirta Lestari in Providing Public Services in Tuban Regency

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Abstract

One of the institutions that has the authority to carry out public services and provide services in terms of providing clean water is the Regional Public Drinking Water Companies in the form of Regional Public Companies. As a form of fulfilling the right to clean and healthy water as a human right, Regional Public Drinking Water Companies are responsible for facilitating and providing clean water services for the community. This research aims to describe the responsiveness of public services at the Regional Public Drinking Water Companies Tirta Lestari, Tuban Regency. The type of research used is descriptive qualitative. Data collection techniques through observation, interviews, and documentation. Data analysis techniques include data collection, data reduction, data presentation, and drawing conclusions or verification. The theory used is the Responsiveness theory from Zeithaml in Hardiansyah (2018) which consists of the ability to respond to each customer, speed of service, accuracy of service, accuracy of officers, timeliness of service, and officers responding to customer complaints. The research results show that the services provided at the Tirta Lestari Regional Drinking Water Company, Tuban Regency have shown responsive service and customers have received service according to responsiveness indicators. However, there are still obstacles in the service delivery process.

Introduction

Basically, every Indonesian citizen cannot be separated from public affairs. Every individual has responsibility and involvement in public affairs. According to Kumorotomo in Dwiyanto (2021), public affairs includes basic services in various fields including education, health, transportation, housing, social welfare, nutrition, electricity, and basic food needs. This means public affairs refers to matters that cover a community or society as a whole and often involve interactions between citizens and the government. Public affairs in Indonesia are often related to the provision of public services. Service is not just assistance, it is a commitment and dedication to providing quality, efficient, and fair services. Public services refer to the provision of actions or activities provided by the government or similar institutions to fulfill needs or requirements, whether in the form of administrative services, goods, or services, and aim to provide community satisfaction. Mahmudi in Maulidiah (2016) revealed that services can be classified into two main categories, namely basic needs services (including health, basic education, and basic community needs and public services (consisting of administrative services, goods services, and services). Raharjo et al. (2021) in government administration, public services can be defined as matters, processes, methods, or efforts carried out by service providers to serve people. Therefore, the importance of services for Indonesian society cannot be ignored because build a prosperous society.

The provision of public services can be used as a benchmark for performance in a government or private organization. Quality and satisfying services for the community depend on the community's direct assessment of the performance of the services provided (Hayat, 2017). Therefore, this public service is important for the development of a country, because it contributes to economic growth, social welfare, and environmental sustainability, and its quality can influence the public's perception of the government. The quality of public services is an aspect that requires continuous attention and improvement. Service quality is related to the level of satisfaction with services provided by public institutions. According to Tjiptono in Indrasari (2019) service quality refers to conditions that are always changing and are closely related to products, services, human resources, as well as processes and environments that can meet or even exceed service quality expectations. Quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations (Sellang, 2016). From the several definitions of public service quality above, it can be concluded that a good understanding of public quality can help government or similar institutions in designing, managing, and improving services according to customer needs and desires.

Quality public services are the key to meeting community needs and building trust in government. A government's ability to gain and maintain the trust of its citizens is closely related to the quality of the public services it provides. The government must be responsible for determining public service standards, whether services at the center, in the regions, within state-owned enterprises, or regional-owned enterprises. In PERMENPAN No. 15 of 2014, Service Standards are benchmarks used as guidelines for the implementation and reference for assessing service quality as an obligation and promise of the Organizer to the public in the context of quality, fast, easy, affordable, and measurable services. In this case, the Tuban Regency Government provides public services optimally. Tuban Regency's public services are included in the green zone in the 2022 public service standards compliance assessment by the Ombudsman of the Republic of Indonesia. The Tuban Regency Government achieved first place in the 2023 Public Service Delivery Compliance Assessment (Opinion on Supervision of Public Service Delivery) at the Regency Government level. Tuban Regency received a score of 97.44 in the Public Service Standards Compliance assessment carried out by the Indonesian Ombudsman. The Tuban Regency Government is committed to providing the best service to the people of Tuban Regency following Law Number 25 of 2009 concerning public services.

One of the institutions that has the authority to carry out public services and provide services in the form of goods and services to the community is the Regional Owned Enterprise (BUMD). This BUMD was established to manage and develop public services, such as water supply, transportation and electricity. The performance of BUMD is important for increasing local government revenues and improving the quality of public services. BUMD, according to the sector and role it manages, has an important sense of urgency in its responsibilities and in providing quality and efficient services to the community. Public services managed by BUMD have a direct impact on the daily lives of every citizen. The establishment of BUMD was formed based on PP Number 54 of 2017 concerning Regional Owned Enterprises, which aims to provide benefits for regional economic development, providing public benefits in the form of providing quality goods and services to fulfill people's livelihood according to the conditions, characteristics, and potential of the region concerned based on good corporate governance and increasing local government income. In Article 331 Paragraph (3) of Law Number 23 of 2014 it is stated that Regional Owned Enterprises consist of Regional public companies and Regional private companies. Furthermore, Article 334 Paragraph (1) of Law Number 23 of 2014 Regional public companies are BUMDs whose entire capital is owned by one Region and is not divided into shares.

This regional public drinking water company is a Regional Owned Enterprise that operates in the field of providing clean water in accordance with health values and requirements which aims to distribute clean water to residents' homes, business premises and public facilities in need while still prioritizing social aspects. (Norawati & Fahraini, 2022). Tuban Regency has BUMDs, one of which is Regional Public Company (Perumda) Tirta Lestari Drinking Water. The Tuban Regency Regional Public Drinking Water Company was previously formed based on the Dati II Tuban Regency Regional Regulation Number 6 of 1983, which has been amended and replaced with the Tuban Regency Regional Regulation Number 13 of 2015 concerning the Tuban Regency "Tirta Lestari" Regional Drinking Water Company. This BUMD, which was founded in 1983, has changed its name many times. From BPAM switch to PDAM. Then again changed the name to PDAM Tirta Lestari and finally Regional Public Company (Perumda) Tirta Lestari Drinking Water. Regional Public Company (Perumda) Tirta Lestari Drinking Water is one of the BUMD public services that provides services in the field of clean water distribution.

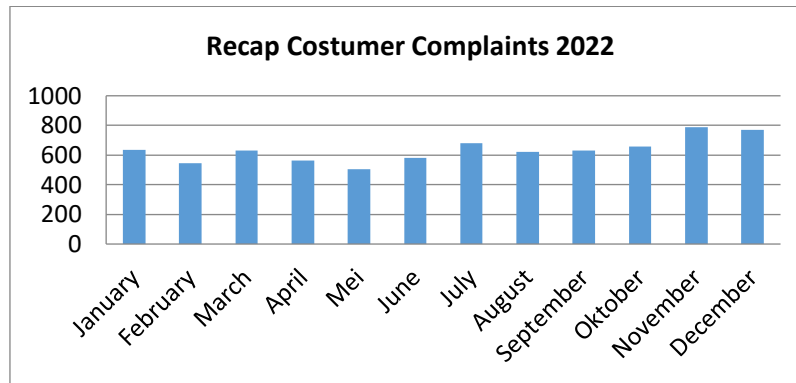
Regional public drinking water companies must ensure that the quality of the water provided meets the specified standards. Clean water is an important entity to pay attention to in everyday life. Water is a valuable resource that must be managed well. Reliable clean water services are critical to economic growth and poverty alleviation. Access to water supports agriculture, industry and tourism, creating jobs and generating income. Water quantity and quality need special attention. As a form of fulfilling the right to clean and healthy water as a human right, a regional public drinking water company is responsible for facilitating and meeting the community's clean water needs. Based on Law Number 8 of 1999, PDAM is responsible for meeting consumers' clean water needs, and PDAM must develop and manage a clean water supply system and also serve all consumers. Customers have the right to receive adequate clean water, obtain clear information, submit complaints and suggestions, and receive compensation for losses suffered due to errors from regional public drinking water companies. This means that regional public drinking water companies in providing its services must apply principles to meet customer needs. One of the principles is responsiveness. Responsiveness is an important aspect of public service that involves the ability of government officials to respond to community needs. Responsiveness includes the ability of the apparatus to respond to the hopes, aspirations and demands of the community which are carried out quickly and appropriately (Fitriadi, 2020; Herdini, 2020; Rasdiana, 2021).

The responsiveness of regional public drinking water companies in providing clean water services that meet community needs is important. This ensures that community needs and concerns are promptly addressed and resolved. regional public drinking water company has the responsibility to be responsive to community needs in providing clean water services. Customers expect smooth service and quick responses to their needs. So employees must be responsive to the needs and expectations of society. Responsiveness includes the ability to respond to complaints, input, or changes in situations quickly and effectively. An organization's responsiveness is measured by responsiveness through the hopes, desires, and willingness of service users (Dwiyanto, 2021). Thus, regional public drinking water companies need to prioritize responsiveness in public services to what constitutes customer obstacles, needs and complaints. This is to better serve the needs of the community and residents.

regional public drinking water company Tirta Lestari Tuban Regency seeks to make a positive contribution to the community and Tuban Regency Government. regional public drinking water company Tirta Lestari Tuban Regency received the PERPAMSI (Indonesian Drinking Water Companies Association) Award 2021 in the category of BUMD Healthy Drinking Water with the Best Service Coverage for the Regency Area. The performance of regional public

drinking water company Tirta Lestari, Tuban Regency in 2022 received a healthy category assessment with a score of 3.62. However, the regional public drinking water company Tirta Lestari, Tuban Regency, in serving the needs of the community, currently still encounters various obstacles. The obstacles faced are because there are still complaints from the community which arise when there is a gap between community expectations and the reality of the services provided. Frequent complaints are that people experience long waiting times to receive services, communication with officers is often difficult, and residents' complaints are often not responded to properly.

Tabel 1. Recap Customer Complaints



Source: Data from Tirta Lestari Drinking Water Company, Tuban Regency

From the data above, it can be seen that the number of customer complaints received by regional public drinking water company Tirta Lestari Tuban Regency is still quite large and increases every month. From time to time the need for clean water in Tuban Regency is increasing. Likewise, the population, new residences and housing have resulted in an increasing and high demand for water for daily needs. The high demand for water causes regional public drinking water company Tirta Lestari to face challenges in providing quality and efficient public services. Apart from that, Tuban Regency is inseparable from the clean water crisis caused by the drought. Water scarcity is becoming a pressing problem due to factors such as climate change, population growth and unsustainable water management practices. This problem is very significant, especially in areas where the water supply is managed by regional public drinking water companies. Ensuring the availability of clean water is critical to overcoming this challenge. This problem has caused an increase in customer complaints regarding the quality and availability of water supplies. Tuban Regency also faces conditions as a coastal area and limestone mountains which are vulnerable to water shortages because geologically we are in a karst rock area or northern limestone mountains, so many areas are dry. This presents a major challenge for residents in this region and requires effective water management strategies to ensure sustainable water availability. And there are still areas that do not receive clean water services. Namely, there are 4 (four) sub-districts in Tuban Regency, including Kenduruan District, Senori District, Singgahan District, and Kerek District.

Tabel 2. Number of Connections Installed by District in November 2023

No.	Service Unit	Connection Installed
1	Kecamatan Tuban	19,063
2	Kecamatan Semanding	6,018
3	Kecamatan Palang	3,282
4	Kecamatan Rengel	2,705
5	Kecamatan Soko	1,473

6	Kecamatan Tambakboyo	2,809
7	Kecamatan Plumpang	3,836
8	Kecamatan Jatirogo	800
9	Kecamatan Bancar	1,349
10	Kecamatan Merakurak	1,204
11	Kecamatan Jenu	2,189
12	Kecamatan Bangilan	538
13	Kecamatan Grabagan	2,508
14	Kecamatan Montong	1,683
15	Kecamatan Widang	932
16	Kecamatan Parengan	1,691
17	Kecamatan Kenduruan	-
18	Kecamatan Senori	-
19	Kecamatan Singgahan	-
20	Kecamatan Kerek	-

Source: Data from Tirta Lestari Drinking Water Company, Tuban Regency

From the data above, it can be seen that there are still areas that do not receive clean water services. Namely, there are 4 (four) sub-districts, including Kenduruan District, Senori District, Singgahan District, and Kerek District.

There are also customer complaints in the Gmaps review of Regional Public Company (Perumda) Tirta Lestari Drinking Water, Tuban Regency, some of whom complained about water disturbances. Seeing customer dissatisfaction is a sign of the lack of responsiveness of regional public drinking water company Tirta Lestari employees in handling customer complaints. The unresponsiveness of regional public drinking water company employees in responding to customer complaints or problems can cause customer dissatisfaction. Responsiveness in drinking water services has significant relevance for local governments. Responsiveness can be evidence for the government in its obligation to meet community needs (Herdini & Widiyarta, 2020). Responsiveness can help regional public drinking water companies and local governments create a more effective and sustainable environment for providing quality drinking water. From the data above, it can be seen that there are still areas that do not receive clean water services. Namely, there are 4 (four) sub-districts, including Kenduruan District, Senori District, Singgahan District, and Kerek District. So based on the explanation above, the author is interested in discussing further the Responsiveness of the Regional Public Company (Perumda) Tirta Lestari Drinking Water in Providing Public Services in Tuban Regency.

Methods

In this research, researchers used descriptive qualitative research methods. Researchers want to obtain a comprehensive and in-depth picture of the responsibilities for administering public services at the Regional Public Company (Perumda) of Tirta Lestari Drinking Water, Tuban Regency. The focus of the research analysis uses Responsiveness theory from Zeithaml in Hardiansyah (2018) which consists of the ability to respond to each customer, speed of service, accuracy of service, accuracy of officers, timeliness of service, officers responding to customer complaints. Regarding the sources of data obtained, primary and secondary sources can be used for data collection. The primary data sources are the results of interviews and secondary data obtained through documents, literature, archives, reports and relevant laws and regulations. Data analysis techniques according to Ngulube (2015) use data collection, data condensation, data display and conclusion drawing/verification.

Results and Discussion

In today's people-centric world, service providers have a great obligation to provide the best service. Public services are essentially fulfilling the needs of the community or interested organizations by providing services through established guidelines and procedures, to provide satisfaction to service recipients (Hardiansyah, 2018). Meanwhile, the Decree of the Minister for Empowerment of State Apparatus in Decree No. 63 of 2003 concerning General Guidelines for the Implementation of Public Services states that the essence of public service is the provision of excellent service to the community which is an embodiment of the obligations of government officials as public servants. Good public service is quality service. To be said to be a quality service, public services must prioritize providing excellent service to meet the needs of the community. According to Sampara in Hardiansyah (2018) service quality is the service provided to customers by service standards that have been standardized as guidelines for providing services. According to Zeithaml in Hardiansyah (2018) responsiveness is emphasized as an important element in the service quality model. Responsiveness encompasses a service provider's overall approach to customer interactions.

One of the regional public companies engaged in providing clean water is Perumda Air Minum Tirta Lestari, Tuban Regency. Perumda Air Minum Tirta Lestari is required to be able to provide excellent service so that customers feel satisfied with the services provided. By prioritizing excellent service, providers not only guarantee customer satisfaction but also gain a significant competitive advantage. After analyzing the research results in the form of interviews and other supporting data related to services at Perumda Air Minum Tirta Lestari Tuban Regency, the author will then describe the data analysis using the theory of 6 (six) aspects of responsiveness according to Zeithaml quoted by Hardiansyah (2018), among others.

Ability to respond to every customer

In the realm of public services, every public service provider must have the ability to respond to every community or customer. This ability is very important in maintaining good relationships and creating a sense of trust in the public or customers. This means that officers must interact directly with the public. The form of response given by officers will influence community satisfaction. If viewed from the aspect of the ability to respond to customers, employees of Perumda Air Minum Tirta Lestari Tuban Regency in responding to customers are quite good. This can be seen from the attitude and communication of employees who provide service with a good, polite, and friendly attitude towards customers. According to La Pierre in Hermansyah (2023) attitude is a pattern of behavior, tendency, or anticipatory readiness, predisposition to be able to adapt to social situations, or simply attitude is a response to conditioned social stimuli.

Employees try their best to respond well to all customers. Employees also understand the importance of communicating in clear language to customers. If employees respond with a good attitude, customers will feel they have been served well. Apart from that, customers who come to the office are also welcomed by the employees. Greeting customers warmly and welcoming them to the office creates a positive impression in the service process. In Tjiptono's (2019) opinion, a friendly telephone operator and polite security guard can create a positive first impression for potential customers when contacting a service provider. It can be concluded that the employees of Perumda Air Minum Tirta Lestari Tuban Regency have fulfilled one aspect of responsiveness, namely the ability to respond to every customer.

Speed of service

Speed of service is an important factor in good public services. Speed of service has a significant influence on public services. Faster service delivery means increased efficiency for

service providers and customers. If viewed from the aspect of the speed of service, employees of Perumda Air Minum Tirta Lestari Tuban Regency are quite alert in providing service to customers. Employees try to provide service quickly. Even without a specific time estimate, at night you can still handle customer complaints. Employees remain alert to serve customers by following a priority scale to ensure which priorities should come first. However, some customers think that service tends to take a long time. There are obstacles caused by a lack of employees in the field to complete it, where a lack of employees in the field can mean that there is a long queue of work waiting to be handled.

This shows that service that tends to be slow or not fast can be a serious problem for customers and organizations. Waiting times that are too long can provide a negative experience for customers. Slow service will also create problems which ultimately lead to decreased customer satisfaction and loyalty. According to Zeithaml in Tjiptono (2022), it is important to provide timely and efficient service to meet customer expectations and maintain a positive reputation.

Accuracy of service

Basically, service accuracy is the foundation of effective public administration. Service accuracy refers to the absence of errors or efforts to avoid errors in the delivery of services. Providing appropriate services ensures that everyone receives the services they are entitled to. According to Tjiptono (2022), services that have been carried out with accuracy can satisfy and make service recipients happy.

When viewed from the aspect of service accuracy, the employees of Perumda Air Minum Tirta Lestari, Tuban Regency, have been quite appropriate in providing services. With a clear information system and procedures to handle customer complaints properly. Perumda Air Minum Tirta Lestari has provided a system that can be accessed by customers, namely through the website <https://info.tirtalestariapps.site/>.

Likewise, if there is a water disruption, employees have provided information by making posters which are then sent via several social media including Whatsapp, Instagram, and others. In addition, the attitude of employees towards customers is also appropriate, by treating customers fairly and non-discriminatory. Every customer has been treated equally regardless of their background, status, or identity. In addition, to ensure that customers receive proper service, Perumda Air Minum Tirta Lestari Tuban Regency regularly monitors the service performance that has been assessed by the community or customers through IKM. During the observation, there were no incidents that violated the operational standards set by the company. All employees comply with the safety procedures and work protocols that have been set, demonstrating a commitment to professionalism and quality of service. Likewise, when customers come to the Perumda Air Minum office location to pay their bills, they are greeted warmly by officers at the payment counter. Officers accurately check the details of the bill brought by the customer and calculate the amount of payment to be paid. After the payment is complete, the officer provides a receipt or proof of payment to the customer as proof of the transaction that has been made.

Officer's accuracy

In providing public services, implementers must behave carefully (Tjiptono, 2022). This accuracy is an aspect of thoroughness in providing services. Conscientious service providers, in the context of public services, will strive to be reliable. Employee performance must also pay attention to community needs when providing public services and ensure services are relevant. If viewed from the aspect of service accuracy, the employees of Perumda Air Minum Tirta Lestari Tuban Regency are quite careful when providing services. To ensure that service is carried out carefully, employees have reliable abilities in re-checking relevant issues or

controlling customer needs directly. There is the use of meter reading application technology to ensure the suitability of complaints. The use of this technology can help speed up the process of providing public services.

Employees often communicate openly and transparently with customers to avoid mistakes and identify customer complaints for smooth improvements. Customer accuracy requires a fast and effective response to the problems they face. However, some customers feel that the problems they complain about are often not immediately followed up by employees. Customers think that employees are still negligent in their complaints. It can reduce customer conscientiousness by affecting customer satisfaction levels.

Timeliness of service

Every service provider needs to ensure punctuality to complete the service according to the specified schedule. Punctuality is a sign of professionalism and shows respect for customer time. When viewed from the aspect of punctuality, the service of employees of Perumda Air Minum Tirta Lestari, Tuban Regency, is punctual according to the specified schedule which includes working hours and service hours. Employees are committed to coming to work on time with working hours and service. Employees are certainly willing and trying to provide services to the community. The working hours are Monday-Thursday 08.00 - 14.30 WIB and Friday 08.00 - 15.00 WIB, and the service hours are Monday-Thursday 08.00 - 15.00 WIB and Friday 08.00 - 15.30 WIB.

Employees provide services according to the specified time. For requests for repairs or new installations submitted by customers, the completion time is 24 hours from the time the report is received by the employee. Based on the author's observations, there was also one case where a request for minor repairs such as small pipe leaks was successfully completed on the same day. In addition, the queue at the office payment counter is not long, when there are several customers in the queue, the waiting time to make a payment is relatively short. Officers efficiently manage the queue and pay full attention to each customer to ensure the payment process runs on time. However, there are still obstacles or technical disruptions in the service process that result in delays. Some customers are disappointed because of the delay in water supply which disrupts their activities. This makes Perumda Air Minum Tirta Lestari continue to strive to ensure that the water source is safe. And ensure that the water supply is provided on time. This punctuality includes an activity that can be achieved and completed, either at a predetermined time or maximizing the available time which looks at the coordination and output angle (Robbins in Safitri et al., 2022).

Officers respond to customer complaints

Service providers need to handle complaints made by the public or customers. Complaints that have been responded to demonstrate the company's commitment to customer satisfaction and its willingness to resolve complaints effectively. If viewed from the aspect of responding to customer complaints, employees of Perumda Air Minum Tirta Lestari Tuban Regency receive all customer complaints and try to handle problems by the SOP. Perumda Air Minum Tirta Lestari also has service standards that include procedures for handling customer complaints quickly and efficiently.

However, customers feel that the response from employees is still not fast enough and they feel they are not cared for. Complaints generally arise due to dissatisfaction with the services provided. revealed that public complaints. Syukri in Wijayanti (2022) states that complaints are a very important source of information for identifying and correcting errors, ensuring services consistently meet established standards, and encouraging continuous improvement. Most complaints or grievances arise because people experience inappropriate treatment,

inconsistencies, misleading information or guidance, unclear procedures, or injustice in dealing with existing problems. This means that even though employees have responded to problems raised by customers, the public's perception is that the responses given are still not fast enough and sometimes it feels like they don't pay enough attention to their needs.

Conclusion

(1) The ability to respond to every customer, in this case the employees of Perumda Air Minum Tirta Lestari Tuban Regency respond well to every customer. This can be seen from the attitude and communication of employees who provide service with a good, polite and friendly attitude towards customers.(2) Speed of service, employees of Perumda Air Minum Tirta Lestari Tuban Regency are quite alert in providing service to customers. Employees try to be able to provide services quickly by following a priority scale to ensure which priorities should come first.(3) Accuracy of service, employees of Perumda Air Minum Tirta Lestari Tuban Regency are quite precise in carrying out services. By having a clear information system and procedures.(4) The accuracy of service by employees of Perumda Air Minum Tirta Lestari Tuban Regency is quite careful when providing services. To ensure that service is carried out carefully, employees have reliable abilities in checking relevant issues or controlling customer needs directly.(5) The punctuality of service by employees of Perumda Air Minum Tirta Lestari Tuban Regency is punctual according to the predetermined schedule which includes working hours and service hours. Employees have a commitment to come to work on time according to working hours and services.(5) Responding to customer complaints, employees of Perumda Air Minum Tirta Lestari Tuban Regency receive all customer complaints and try to handle problems in accordance with SOPs and service standards.

Suggestion

Based on the conclusions above, the author would like to provide suggestions which are expected to provide benefits for the Tirta Lestari Drinking Water Company, Tuban Regency, including: (1) Because of frequent damage, it is necessary to prioritize routine maintenance and problem prevention and there needs to be good coordination between employees at branches and centers to reduce the possibility of disruptions that slow down the service process; (2) Regular employee training and development is needed to improve efficiency in responding to complaints and problems related to customer service; (3) The need to manage and monitor social media properly in order to get a good overall imageThe need to manage and monitor social media well in order to get a good overall image.

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