

Analysis Responsiveness Taps Viewed from Aspect of Service Customer Satisfaction Studies in Regional Water Company Customers (PDAM) Malang

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Abstract

This study aims to determine the responsiveness of services ting from the aspects of customer satisfaction with service quality Regional Water Company Malang. The method used in this research is descriptive quantitative customer population PDAM Malang. The samples in this study were 180 respondents drawn with probability sample. Data taken with questionnaires and interviews and using descriptive percentages. The results show the overall level of customer satisfaction will be less good quality of service including the amount of 62.25%, which means that customers are not satisfied with the service taps. Element in customer satisfaction which is the category that is not good there are 9 Serviceability, delivery systems, procedures, disciplinary care workers, service personnel responsibilities, personnel service capabilities, the reasonableness of the cost of services, cost certainty, and certainty of the service schedule. While there are eight elements of both categories, namely product quality, service requirements, service personnel clarity, speed of service, justice get service, courtesy and hospitality workers, environmental comfort, safety and the environment. Because customer satisfaction is a comparison between expectations and actual performance it is recommended to taps to improve service elements that have not met the expectations of the customer or the category of service is not good and perform periodic surveys to determine customer satisfaction with the quality of service provided and the results of the study need to be evaluated as well as followed up.

Keywords: Responsiveness Service, Customer Satisfaction, Quality of Service

INTRODUCTION

Social and economic functions held water functions in order to meet daily needs is important to note, because along with the population it can not be denied water needs will increase. So in addressing this government to manage a state-owned company in accordance with the law number 22 of 1999 on the governments in the region, namely the Regional Water Company which is usually known as taps. Taps scattered throughout the regions and cities in Indonesia, including Malang which is the only government-owned company Malang to carry out duties as manager of water and distribute water for the city of Malang and regional firms that are expected to provide additional revenues of local budgets.

The hope taps to meet the needs of the community was not in line with the realities of customer behavior in response to the performance of taps after using the products or services of taps. Every day a lot of complaints from customers about the evils of performance in its seriousness in managing water taps. In addition, the number of customer complaints recorded in newspapers, on average, the complaint contains the meter has not been recorded so there is no clear guideline to pay water bill, leaking pipe is not fixed soon, so often jammed, the water often die, water often does not flow and poor systems in water management. While the interviews and observations while PDAM Malang most experienced complaints, the research focused on the PDAM Malang.

Therefore, excellent service quality should be displayed by the Public Agency for State Property particular taps as the only clean water processing company, with the aim to produce customers with a sense of excitement in the business associated with this water. Excellent service quality is also affected by the assessments is intangible (intangible) that is associated with emotion at the time a product or service as an emotion that is characterized by a feeling satisfied or not satisfied in perceiving the performance of a product or service in accordance with their respective needs or even with customer expectations.

Disparities as the company taps State should give priority to services for the community, the authors are interested in conducting further research to determine the level of Customer Satisfaction on the Quality of Care Regional Water Company in Malang State Owned this.

For this study will examine what degree of Customer Satisfaction on Service Quality Regional Water Company Malang? In the context of the research is devoted to customer satisfaction and service quality Regional Water Company Malang. There are some basic concepts that are used in this study and should be given an explanation. This is done in order to avoid the possibility of misinterpretation of the meaning of the concepts and terms used in the study. Concepts and terms that need to be explained in this study are as follows:

- a. Customers
- b. Customers according Dharmmesta and Handoko (1997: 12) that individuals who make purchases for his personal needs or household consumption.

- c. Customer satisfaction
 Kotler (2002: 42) states that a person's feelings of pleasure or disappointment that arise after comparing the perception or impression of the performance or the result of a product and its expectations.
- d. Quality of service
 Definition of Nasution (2004: 47) that service quality is the level of excellence expected and control over the level of excellence to meet customer desires.
 Because in the end, this study aims to determine the level of customer satisfaction with service quality local water companies in Malang.

METHOD

The methodology used in this research is descriptive quantitative method. By Anwar (2003: 5) is expressed as a procedure that emphasizes research on numerical data (numbers) are processed with statistical methods. Data were collected through questionnaires and interviews conducted at the customer PDAM Malang. Questionnaire or can be called a questionnaire about the Quality of Service Customer Satisfaction Questionnaire consists of 89 items that all are pro favorabel or dissemination. Spread of encoding or the scoring at each statement of the value of four to move very appropriate answer, a value of three for the corresponding answers, the value two for lack of appropriate response and the value does not match the one to answer. While the interviews in this study only as a backup method of data retrieval research.

The method of analysis used in this study is the statistical analysis. In a study to calculate the Customer Satisfaction Index by using the "weighted average value" of each service element. In the calculation of the index of satisfaction with service elements that were examined, each element has a weight for the same service with the following formula:

- a. The weight value weighted average
 To obtain the value of customer satisfaction index approach was used an average value weighted
- b. Weighing the value of index

The average value of the index of customer satisfaction and service quality of each element of customer satisfaction with service quality through the convertible following intervals:
 Table 1. Interval Value Perception, Interval Conversion IKP, Quality of service and performance Service Unit

No.	Interval value conversion or percentage	Quality of Service	Category
1	25 – 43,75	D	No Good
2	43,76 – 62,50	C	Not Good
3	62,51 – 81,25	B	Good
4	81,26 - 100	A	Very Good

RESULTS

Based on field research data on the average customer satisfaction with service quality reached 62.25%, in other words the quality of service is considered in a category C is less good or less satisfied. The level of customer satisfaction with service quality taps can be seen from the criteria shall be calculated as follows:

- Percentage of at least : $(1 : 4) \times 100\% = 25\%$
- Note Keterangan : 1= lowest score level of performance / reality
 4= highest score of importance / expectation.
- Ideal percentage (satisfied) : $(4 : 4) \times 100\% = 100\%$
- Description : 4 = highest score level performance / reality.
 4= highest score of importance / expectation.

Sugiarto (2002: 23) says that the satisfaction one feels when a performance / product / goals you have been in line with expectations. So the ideal 100% indicates a person's satisfaction.

Range : $100\% - 25\% : 75\%$

The length of the class interval : $75\% : 4 : 18.75\%$

With a length of 18.75% class interval and a minimum percentage of 25%, it can be made on the following criteria:

Table 2. Interval for Customer Satisfaction Index on the Quality of Care

No.	interval value conversion or percentage	Quality of Service	Category
1	25 – 43,75	D	No Good / Not Satisfied
2	43,76 – 62,50	C	Not Good / Less Satisfied
3	62,51 – 81,25	B	Good / Satisfied
4	81,26 - 100	A	Very Good / Very Satisfied

Then each outcome of each element compared to each criterion interval customer satisfaction index of the quality of service above. Overview Customer satisfaction with service quality have been obtained through research in the field, can be explained by the following table:

Table 3. Average level of customer satisfaction with service quality

No	Elements of Value Services	Value Services interval	Quality servicing	Category
1	Quality product	65,31	B	Good
2	Serviceability	59,69	C	Not Good
3	Sistem pengiriman	47,95	C	Not Good
4	Procedure of service	58,94	C	Not Good
5	Service Requirements	66,97	B	Good
6	Clarity service officers	65,17	B	Good
7	Discipline service officers	59,17	C	Kurang Baik
8	Responsibility care workers	62,36	C	Not Good
9	The ability of officers service	61,91	C	Not Good
10	Speed of service	64,09	B	Good
11	get service Justice	68,30	B	Good
12	Politeness and Both officers friendliness	65,26	B	Good
13	Fairness service costs	61,32	C	Not Good
14	the charge charge	62,36	C	Not Good
15	Certainty service schedule	58,85	C	Not Good
16	Environment Convenience	63,03	B	Good
17	Environment Security	66,94	B	Good

Source: The results

Seen from the table above was of 17 service elements there are 9 elements in the unfavorable category. Elements which Serviceability of 59.69% followed by 47.95% delivery system then the service procedure at 58.94% and the Discipline of 59.17% of service personnel then the responsibility of service personnel at 61.36% then 61 officers servicing capability, 91% and 61.32% service charge fairness then cost certainty and certainty 62.36% 58.85% service schedules. While elements in both categories there are 8 elements of quality products for the next 65.31% 66.97% service requirements for service personnel clarity then 65.17% then the speed of service at 64.09 the next justice to get service at 68.30% followed by courtesy and hospitality workers by 65.17% and 64.03% for the comfort of the environment and environmental safety of 66.94%.

Regarding the description of each element of the research results of customer satisfaction with service quality taps can be described as follows:

a. quality Products

Judging from the quality of the products issued taps most respondents stated that taps into customers well, there are 105 subscribers, or 58.33% said the quality of the product is good, there are 55 subscribers, or 30.56% said the quality of the product is not good, there are 12 customers or 6.67 stating the product quality is not good and there are 8 customers or 4.44% said the quality of the resulting product is very good.

b. Serviceability

Serviceability is responsiveness company to receive customer complaints, then in terms of customer perception of serviceability of unfavorable states. there are 105 subscribers, or 58.33% serviceability taps unfavorable states, there are 49 subscribers, or 27.23% said good serviceability taps, there are 15 or 8.33% of customers stated serviceability taps are not good and there are 11 or 61 customers PDAM% said excellent serviceability.

c. Delivery system

Judging from the delivery system performed taps, each of respondents stated that taps into customers is not a good delivery system. There are 88 or 48.89% of customers felt the taps delivery system is not good, there are 77 subscribers, or 42.78% said not good, there are 12 customers or 6.67% expressed well and there are only 3 subscribers or 1.67 % said very good.

d. procedure

Judging from the procedures set by the service taps, each of respondents stated that taps into customer service procedures including unfavorable. There are 92 customers or 51.1% felt the service procedures that exist in the taps is not good, there are 64 states either the customer or 35.56, or 11.67 there are 21 customers stated are not good and there are only 3 customers or 1, 67 which states very well.

e. Service requirements

Judging from the requirements set by the service taps, each of respondents stated that taps into customer requirements including good service. There are 114 or 63.33% of customers feel the requirements of existing services in the taps is good, there are 51 subscribers, or 28.33% said not good, there are 13 subscribers, or 7.2% said very good and there are only 2 customers or 1.11% said not good.

f. clarity officer

Judging from the clarity officer taps, each of respondents stated that taps into customer service procedures included either. There are 80 customers, or 44.4% of the clarity of the officer taps well, there are 70 subscribers, or 38.89% said not good, there are 18 customers or 10% said not good and there are 12 customers or 6,67 which states very good.

g. discipline officials

Judging from the discipline officer taps, each of respondents stated that taps into customer service procedures included either. There are 90 customers or 50% of the discipline officer tell taps including unfavorable, there are 60 subscribers, or 33.33% said good, there are 21 subscribers, or 11.67% said not good and there are 9 or 5% of customers stating very good.

h. Responsibilities of Officers

Judging from the responsibilities attendant taps, each of respondents stated that taps into customer officer responsibilities, including unfavorable. There are 80 customers, or 44.45% of the responsibility taps officer who is less good, there are 79 subscribers, or 43.89% said good, there are 13 customers or 7.22% said not good and there are 8 customers or 4.45% said very good.

i. the ability Officer

Judging from the ability of officers taps, each of respondents stated that taps into a customer attendant capabilities including unfavorable. There are 85 customers, or 47.22% of the ability of officers taps is not good, there are 75 subscribers, or 41.66% said good, there are 11 customers or 6.11% said not good and there are 9 or 5% of customers who expressed very well.

j. Speed Service

Judging from the speed of service taps, each of respondents stated that taps into customer service, including good speed. There are 78 customers, or 43.33% of the speed of service taps well, there are 69 subscribers, or 38.33% said not good, there are 23 subscribers, or 12.78% said not good and there are 10 customers or 5.56 which states very well.

k. Justice ministry

Judging from the justice ministry taps, each of respondents stated that taps into customer service including good justice. There are 88 or 48.89% of customers expressed about the fairness of taps including a good service, there are 65 subscribers, or 36.11% said not good, there are 17 customers or 9.44% said very good and there are 10 customers or 5, 56% said not good.

l. Courtesy and hospitality workers

Judging from the courtesy and hospitality attendant taps, each of respondents stated that taps into a customer courtesy and friendliness, including both officers. There are 83 subscribers, or 46.11% of the clarity of the officer taps well, there are 63 customers or 35% said not good, there are 23 subscribers, or 12.78% said not good and there are 11 or 6.11% of customers who expressed very well.

m. Fairness Costs

Judging from the reasonableness of the cost of taps, each of respondents stated that taps into customers include both the cost reasonableness. There are 73 subscribers, or 40.56% of the reasonableness of the cost classified as less good, there are 71 subscribers, or 39.44% said good, there are 20 subscribers, or 11.11% said not good and there are 16 customers or 8.89 % said very good.

n. Cost certainty

Judging from the charge taps, each of respondents stated that taps into customers include both cost certainty. There are 83 subscribers, or 46.11% of the charge said classified as less good, there are 74 subscribers, or 41.11% said good, there are 14 customers or 7.78% said not good and there are 9 or 5% of customers who states is not good.

o. certainty Schedule

Judging from the schedule certainty taps, each of respondents stated that taps into customers including unfavorable schedule certainty. There are 90 customers or 50% stated on the schedule certainty classified as less than good, there are 52 subscribers, or 28.89% said good, there are 33 subscribers, or 18.33% said not good and

there are 5 or 2.78% of customers who expressed very well.

p. Leisure Environment

Judging from the comfort of the environment in the taps, each of respondents stated that taps into customers in the comfort of the environment including the well taps. There are 89 subscribers, or 49.44% said about the comfort of the environment is quite good, there are 75 subscribers, or 41.67% said not good, there are 11 customers or 6.11% said not good and there are 5 subscribers or 2.78 % said not good.

q. Environmental Safety

Judging from the security environment in the taps, each of respondents stated that taps into a customer's environment, including better security. There are 86 or 47.78% of customers expressed about the safety of the environment in the taps is quite good, there are 73 subscribers, or 40.56% said not good, there are 14 customers or 7.78% said very good and there are 7 customers or third , 89% said not good.

From the analysis of experimental data showed general customer satisfaction with service quality taps through assessment with a sample of 180 respondents a number of customers at an average age of over 20 years and never know all the taps in the form of service so that the customer can provide a clear explanation, the research results obtained average customer satisfaction index of the quality of service of 62.25%, which means the quality of service included in the value of C in the category of performance units or inferior services. This is made clear by a member of the expert council Gunarto LP2K the independent voice (2006) that the average inefficiency PDAM in Indonesia is only about 38%, especially PDAM Semarang relatively poorly with the company's performance index, which only reached number 48 on the highest score in the parameters performance is 100, one cause is water leakage rate in 2005 was 61.30%.

When the service quality is not good on the customer's perspective, the customer to feel less satisfied with the services provided taps. As research conducted by Kurt and Clow in Haryanti (2000: 50) found that the evaluation of the customer perceived service quality will influence the level of customer satisfaction. Then with respect to customer satisfaction Suchman, C. (1995) provide research results that customer satisfaction is directly influenced by the customers' perception of the value of feeling satisfied or not satisfied in relation to the company and the products and services provided by the company.

Total customer satisfaction depends on an evaluation of each element and then gives different weights to each element. 17 elements revealed in this study are 9 elements is less well expressed in the quality of service that is serviceability, delivery systems, procedures, disciplinary care workers, care workers responsibility, ability to service personnel, the reasonableness of the cost of services, cost certainty and assurance services schedule service and there are 8 elements that otherwise good product quality, service requirements, service personnel clarity, speed of service, justice get service, courtesy and hospitality workers, environmental comfort and security environment. So, 9 element is still not good there should be improvements to the improvement of service because it refers to customer dissatisfaction with service quality, as research Kotler (2002: 45) pointed out that although the customer is not satisfied with one out of every four purchases, less than 5 % of dissatisfied customers will complain.

From the 17 elements studied, the water delivery system is the element with the lowest score by an average of 47.95% service performance in the unfavorable category. Actually the customer expects delivery system according to a schedule that is as long as 24 hours a day, but from the interviews that have been conducted most of the customers receive water every other day it was the flow of irregular sometimes even during the day there are areas that water flowed at night and some customers who ever does not receive water for six months.

In the 17 elements included in category A, which means the value of excellent or very satisfied, which means either B or satisfied, which means that C is less good or less satisfied and D which means Not good or not can be better satisfied.

The elements that affect the quality of service above the main things that determines whether customer expectations are met in order to achieve customer satisfaction. According Lupiyoadi (2001: 160) satisfaction or dissatisfaction with a product or service is the end of the sales process the customer then react. In this study, most of the customers react less satisfactory on the elements of service taps. One element that is perceived less satisfactory is not even water delivery system. Then the element that is often complained every day is a non-conformance between use of water with the amount of money that must be paid. This is due to meter inaccuracies registration personnel, in fact for the customer satisfaction will be felt if the price has been paid in accordance with the perceived outcome. Another element is the perceived poor discipline, responsibility and the ability of service personnel, should this be a concern because, according to the taps Tjiptono (2003: 125) of internal service quality will lead to employee satisfaction will then encourage employee loyalty to the company that affect productivity so as to create an external service value to the customer satisfaction.

CONCLUSION

Based on the description of the results of research on the responsiveness of services seen from the aspect of

customer satisfaction with service quality PDAM Malang, it can be concluded that overall customer satisfaction with service quality PDAM Malang on a category C is less well with the average value of 62.25%. Where elements of the service that needs to be improved to match the customer's expectations because of unfavorable category are: Serviceability, Customers never get clear information about the congestion that occurs, and the taps never provide the best solution if the water does not flow days; Delivery system, some customers have complained of water is often jammed for days to 2 or 3 days; Service procedure, still cumbersome, ineffective and time-consuming; Discipline officers, some officers were not consistent when booth meters each month; Responsibility of the officer, before the water outage notification no clear minimum of print and recording errors by the clerk never satisfactorily clarified by taps; The ability of the officer, there is not a professional attitude to the frequency of one of the recording officer for the fatigue factor, high-fence customers and no dog so that the workers do not dare to go in and record the meter booth number; Reasonableness of fees, costs set is still relatively expensive because it does not conform with the facilities acquired by the customer; Certainty costs, expenses recorded in accounts sometimes do not correspond to the numbers in the booth meters, there are additional costs that are not known by customers like garbage money; Certainty service schedules, the water does not flow as scheduled 24 hours but 2 days or 3 days. Then the water flows sometimes erratic day or even a night of new water can flow.

Beside that, elements that need to be maintained because the services are in accordance with customer expectations as categorized either: (1) product quality, the water received by the customer in a state of clear, clean and healthy. Pipes and water meters in good condition. (2) The requirements of service, easy to understand and does not burden the customer. (3) Clarity care workers, who wear the uniform as a uniform officer and cards that can be used to clarify the identity. (4) Speed of service, according to the customer is good, especially when the water bill payment but complaints about the delivery of water services is still slow. (5) Fairness get service, taps officer does not distinguish economic status and social status within each service so that customers feel treated fairly. (6) The courtesy and friendliness of the officers, according to the customers has been good because the officer can show the attitude and expression were friendly, polite and appreciative to every customer. (7) Comfort care environment, the room is equipped by a fan, the arrangement of chairs and counters neatly so as to provide a sense of comfort. (8) Security service environment, around the neighborhood taps fitted by security guards and parking attendants so that customers do not hesitate when making payment transactions or services of taps.

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