

RESTORATION OF MUNICIPAL WATERWORKS (PDAM) SYSTEM FOR PUBLIC COMPLAINTS

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Abstract

The public service system, especially Tirta Jati Cirebon Regency Municipal Waterworks, is a service provided by a Regional-Owned Enterprise that facilitates the provision of clean water for the people of Cirebon Regency. This study aims to investigate the service system and public complaints at Tirta Jati Cirebon Regency Municipal Waterworks, focusing on public services in the context of clean water availability. Various studies have been conducted on customer satisfaction of Tirta Jati Municipal Waterworks, with the approach and theory used is the theory of public services according to Parasuraman which includes five indicators such as Tangible, Reliability,

Responsiveness, Assurance, and Empathy. Although Tirta Jati Cirebon Regency Municipal Waterworks has provided clean water services, there are still shortcomings felt by the community such as the lack of proficiency from employees about customer needs. Therefore, this study aims to explore the influence of these indicators on the level of customer satisfaction with Municipal Waterworks services. This study also examines the customer complaint and grievance management system implemented by Tirta Jati Municipal Waterworks, and how it affects service effectiveness and responsiveness to community needs. Using public service theory, this research is expected to contribute to the development of better policies in improving the quality of Tirta Jati services and the fulfillment of clean water needs in Cirebon Regency.

Keywords: customer satisfaction, public complaints, public services, Tirta Jati Municipal Waterworks (PDAM), clean water availability.

INTRODUCTION

Public service is a series of actions taken by public organizations or government agencies to meet people's needs for goods and services that are made according to standards and produced in accordance with regulations. To provide and organize services to the community, the government is responsible through its institutions and all apparatus (Laia, O., Halawa, O., & Lahagu, P. 2022).

Municipal Waterworks is one of the public service providers of drinking water owned by the local government in Cirebon Regency. As one of the providers of water service facilities, Municipal Waterworks has a very strategic role in providing clean water to the community (Astuti: 2014). Public service delivery units must be able to meet community expectations along with the development of technology and science, as well as the ease of obtaining information and meeting community demands for services (Amrulloh, R. 2022).

To ensure good service, Tirta Jati Municipal Waterworks provides good services to its customers such as clean water supply, new connection installation, network repair and maintenance, complaint and information services, and water quality regulation. This will keep customers loyal to their subscription (Ulfa and Mayliza: 2019).

In addition, the principles used to implement public services also include ethics related to the speech, attitudes, and actions of service providers (Nau, M. Y., Suprojo, A., & Setyawan, D. 2015).

As a continuation of Tirta Jati Municipal Waterworks' efforts to provide good service to customers, the current government provides and will continue to improve public services needed by the community. On the other hand, community satisfaction is a measure of the success of public service providers, so public services must concentrate on meeting the needs of the community in the best quantity and quality (Haryani, S., Winda, W., Akbar, M. G., Khumayah, S., & Imawan, K. 2024).

Public complaints are a form of public service that pays attention to and corrects all kinds of public complaints that aim to improve the performance and shortcomings of the activities of a government agency (Hamidani, S., & Etriyanti, E. 2021). A comparison between customer perceptions of the services they receive and the services they actually expect or want with the service features of a company can be used to determine service quality (Aprilia, S. B., Ati, N. U., & Sekarsari, R. W. 2020). Since local governments are primarily responsible for providing public services and improving people's welfare, it is important for them to improve and reorganize various parts of their government system (Jahidi and Rahmayanti: 2021).

This is very relevant in the context of the availability of clean and healthy water for daily needs such as drinking, cooking, bathing, and washing and for the survival of the community is very important, and requires special attention from the Government and PDAM Tirta Jati. Thus, the community is expected to no longer experience a lack of clean water and can use the water for their needs (Jummi, C. V. R., Maulidian, M. O. R., & Fithri, S. 2022).

Water supply refers to providing sufficient and safe access to water for people's daily needs. This process begins with the collection of water from natural sources such as lakes, rivers, or wells, which is then treated through various stages of treatment to ensure its safety and quality (Mukhtar: 2022) Water is then distributed through the distribution system, which consists of pipelines, storage tanks, and other infrastructure, to homes and public places. It cannot be overlooked the importance of water quality management, which involves pollution control and water quality protection (RUMONDANG, T. A. 2024).

The administrative services of Tirta Jati Cirebon Regency Municipal Waterworks include new customer registration, complaint removal, and water bill payment. The Municipal Waterworks also provides technical services to customers. These services seek to help people with their problems by providing fast and precise handling (Nafi'ah and Tukiman: 2022). Therefore, service is very important in an organization or agency because it serves as a way to solve problems (Shoimuna, M. D. 2024).

Many studies on Municipal Waterworks' customer satisfaction tend to use a generalized approach without taking into account socioeconomic factors, such as income differences and geographic location. Therefore, further research is needed to explore the Municipal Waterworks' service system using Parasuraman's theory of public service that includes five dimensions, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy, which affect the level of customer satisfaction. On the other hand, people often face difficulties in getting clean water due to limited supply. Based on public service theory, the author plans to examine the service system and handling of public complaints at Tirta Jati Cirebon Regency Municipal Waterworks.

LITERATURE REVIEW

The first research conducted by Salwa Nurfaiziya, Nunung Runiawati & Anang Muftiadi (2022) entitled "Optimization of Clean Water Capacity Planning Services at Tirta Intan Municipal Waterworks". This study uses qualitative research methodology using the Planning Service theory, the results of the planning process have been carried out optimally quite well, but there are still obstacles and problems that occur (Nurfaiziya, Runiawati, and Muftiadi: 2022). The second research conducted by Whindy Ndaru Oktaviani, Ariyanti Sarwono, I Wayan Koko Suryawan (2022) entitled "Identification of Surface Water Treatment Plants (IPA) Wastewater Quality and Distribution in Wonogiri Regency, Central Java". This study uses quantitative research methodology with data collection techniques through observation, the results of the study Water treatment efficiency on turbidity, color, Fe, Mn, and Chlorine parameters reached 85.8%, >98%, 73.3, 87.5, and 17.2%, respectively (Oktaviani, Sarwono, and Suryawan: 2022). The last research conducted by Andikha Pratama, Eko Yulianto, Danang Gunarto, SB (Soeryamassoeka, 2022) entitled "Analysis of Water Distribution Services by Tirta Khatulistiwa Municipal Waterworks in West Pontianak District Using Epanet" This research uses quantitative research methodology with data collection techniques reinforced by the parameters of Quality



Requirements, Quantity Requirements, Continuity Requirements, Population Projections (Pratama et al.: 2022).

Public service is a term used to describe any type of service consisting of public goods and public services. In general, federal, regional, and local businesses, which are also responsible for implementing laws and meeting the needs of the community, are inspected by government agencies at the federal, regional, and local levels (Ratminto, 2005) in (T. Rama Auliansyah: 2020). Public organizations are bodies established and operated by the government or public agencies to provide services or carry out functions of a public nature. Public organizations are also responsible for meeting the needs of society and ensuring that various activities that support public welfare are carried out. Public organizations are usually governed by public regulations and policies, and they are accountable to the society or government that created them.

The government has an important role in providing public services in accordance with what has been stated in the Law. Public services are provided by the government to the community so that all their needs can be met properly. Law no 25 of 2009 concerning public services article 1 states that “public services are activities or a series of activities in order to fulfill service needs in accordance with statutory regulations for every citizen and resident for goods, services and / or administrative services provided by public service providers. Every public service organization must have service standards, as a guarantee of certainty for the provider in carrying out its duties and functions and for service recipients in the process of submitting their requests. As part of the introduction of public services, the standard application process is made as a requirement that must be complied with by service providers. These standards also serve as a tool to regulate the performance of service providers by the general public and/or service recipients.

According to Parasuraman (1990) service quality can be measured from 5 dimensions, namely: Tangible evidence, reliability, responsiveness, assurance, and empathy (Harahap, D. A., & Amanah, D. (2019). First, Tangible is the part of service quality that customers enjoy, feel, and assess using human senses. Examples include the splendor, cleanliness, tidiness of the office and employees, as well as the comfort and sophistication of the equipment in the office. This aspect affects customer expectations; if the tangibles are good, customer expectations will increase (Manalu and Subadi: 2021). Second, reliability is the ability to deliver the promised service in a timely, reliable and accurate manner. Accurate information, or any information that is true based on factual evidence, such as offering reliable services to clients, and tangible evidence, such as the ability to deliver promised services in a timely manner, such as timeliness and speed of completion, are both indicators of trustworthy service quality (Maulana: 2022).

Third, responsiveness is the officer's ability to handle customer complaints and deal with problems quickly showing their ability to handle problems and deal with problems effectively (Anwar, Rachmawati, and Nur: 2023). Fourth, the aspect of assurance in service, officers provide assurance that services will be provided according to applicable standards, including providing evidence of timely collection of service products and ensuring clarity of costs during the service

process (Agustina and Ismiyati 2019). Fifth, empathy is an effort by customer service officers to meet the needs and desires of each customer by giving full attention (Effendi: 2020).

RESEARCH METHODOLOGY

Descriptive data, such as the written or spoken words of the observed subjects, including social media, websites, and mobile applications, are the focus of this research. In addition, it is emphasized that accountable sustainability, unaltered original characteristics of the data, and the use of systematic methods are essential. At this stage, information collected using a descriptive research design with a qualitative approach aims to explore facts about the quality of public services at Tirta Jati Cirebon Regency Municipal Waterworks. Where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive, and qualitative research results emphasize meaning (Bharoto, Lestari, and Prihatmadji: 2023).

Qualitative research methods are methods that interpret phenomena that occur using natural contexts. In qualitative descriptive study research, methods often used include observation, interviews, and document analysis (Ahmad: 2017). In the context of qualitative research, this conclusion drawing process can provide answers to the problem formulations that have been proposed since the beginning of the research.

This approach is applied by observing the phenomenon that occurs on social media, especially on the Instagram account @perumdatirtajati. From several posts, it can be seen that there are complaints from the community regarding the problem of the lack of availability of clean water and the slow response from Tirta Jati Cirebon Regency Municipal Waterworks. In this study, the data validity technique used was the source triangulation technique. Data analysis uses data collection, data reduction, data presentation, and conclusion drawing..

Pada penelitian ini kami memilih PDAM Tirta Jati Kabupaten Cirebon dalam lingkungan pemerintah daerah sebagai subjek penelitian untuk mengidentifikasi pemulihan sistem pelayanan.

RESULTS AND DISCUSSIONS

This research is a descriptive study of clean water management at the Tirta Jati Municipal Waterworks office in Cirebon Regency. In this study, interview guidelines with public organizations and observations on Instagram social media @PDAMtirtajati and Cirebon Regency Municipal Waterworks mobile application were used to obtain an actual picture of the quality of services provided in the field. Service activities have an important role in human life, because in fulfilling their needs they require services from other people. Service as a process of meeting needs through the activities of others directly, is a concept that is always actual in various institutional aspects. The implementation of public services, government officials are responsible for providing the best service to the community in order to create community welfare.

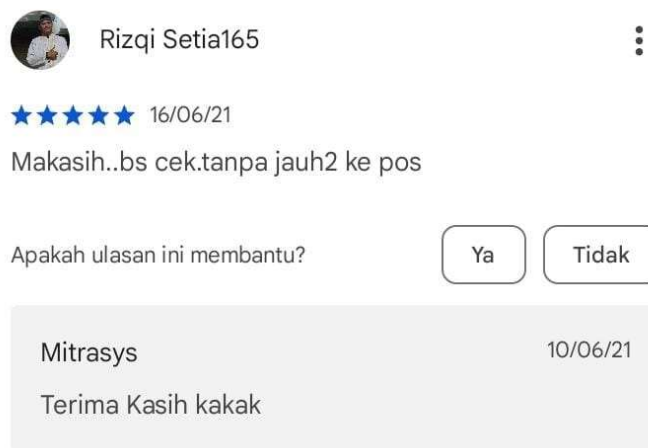
A. Tangible Evidence of the Tirta Jati Municipal Waterworks Service System, Cirebon Regency

Tangible is part of the service quality that customers enjoy, feel, and value using human senses. Examples are office facilities, cleanliness, tidiness of offices and employees, as well as the comfort and sophistication of equipment in the office. This aspect affects customer expectations; if the form is good, customer expectations will increase (Manalu and Subadi: 2021).

Based on interviews with Tirta Jati Municipal Waterworks, Cirebon Regency regarding Tangible Evidence as follows:

"The equipment used in the service, such as computers or administrative devices, is very adequate and supportive of the service. This includes the use of the latest technology, reliability of the devices, ease of use, and suitability to operational needs. In addition, the equipment is continuously updated and maintained which also contributes to its ability to provide optimal services. The waiting area at the Tirta Jati Municipal Waterworks office is also comfortable with facilities such as seating, good lighting, drinking water, and clean toilets. The addition of newspapers or magazines also enhances comfort. Cleanliness and neat organization of the space is very important." Mr. Ayung (July 26, 2024)

Based on observations via Google Playstore, the Cirebon Regency Municipal Waterworks mobile application. regarding Tangible Evidence provided by Tirta Jati Cirebon Regency Municipal Waterworks as follows:



Source: Cirebon District Municipal Waterworks application rating via Google Playstore



Picture 2

Source: Cirebon District Municipal Waterworks application rating via Google Playstore

Based on these interviews and observations, the physical evidence or form of Tirta Jati Cirebon Regency Municipal Waterworks in providing services has been optimized. This is answered in the physical facilities provided such as drinking water, clean toilets, adequate seating, as well as computers, mobile applications and other administrative devices have been clearly visible as a form of service provided. If all these criteria are met, then the equipment can be considered adequate to support the optimal service process.

B. Reliability of the Tirta Jati Municipal Waterworks Service System, Cirebon Regency

Reliability is the ability to deliver promised services in a timely, reliable and accurate manner. Reliable service quality is defined as something that can be relied upon for something that has been supported by factual evidence, specifically the ability to deliver the promised service promptly, including the timeliness and speed of service completion; and accuracy, which refers to any information that is accurate based on factual evidence, (Maulana: 2022).

Based on the results of interviews with Tirta Jati Cirebon Regency Municipal Waterworks related to Reliability as follows:

"Tirta Jati Municipal Waterworks routinely checks and verifies water meter readings at customer premises. This step is important to ensure that the recorded water usage data is accurate and in accordance with the customer's actual consumption. Use of technology such as digital water meters or telemetry systems that can provide real-time data on water usage, making it easier to detect any irregularities that may indicate a leak. Providing training to field officers to improve their skills in reading and

verifying water meters, as well as recognizing signs of leakage or meter manipulation. Tirta Jati Municipal Waterworks conducts strict checks on new connection applications to ensure that the process meets applicable standards and regulations. Monitoring and evaluation of disconnected and reconnected water connections, to prevent any misuse or illegal installation. Educating the public on the official and legal procedures for obtaining a water connection, as well as the legal consequences of illegal installation." Interview with Mr. Irfan as the head of the marketing sub-section (July 26, 2024)

Based on observations via social media Instagram @PDAMtirtajati regarding Reliability provided by Tirta Jati Cirebon Regency Municipal Waterworks as follows:

No	Account Name	Complaints or Comments	problems	Reability	
				There are	None
1.	Wahyuriawati	<i>"Hello... The water has been stagnant for a week... even though water is a basic necessity. We never pay late... It's impossible to buy bottled water every day for daily needs... We pay for PDAM, but also have to buy water, that's much more wasteful."</i>	The water has been stalled for a week.		✓
2.	Asep_paparazi	<i>"Water leaks account for up to 30% of the total volume of water distributed every month. So, almost a third of the water produced does not reach consumers due to leaks or loss during the distribution process."</i>	Water leakage and loss		✓

3.	Natashaakoes_	<i>"The Trusmiland housing complex, blocks D, E, F, G, and H, has had no water for almost a week. There was no notification about the new pipeline digging for phase 5!!! It's difficult to shower or pray, even though we pay for water every month, and the cost keeps increasing, even though we don't know why it keeps being cut off like this."</i>	Water cutoff and the lack of notification about the pipeline digging		✓
4.	Mujib_aditya	<i>"Hello, how is this? The water has been off for about a week."</i>	Water cutoff		✓

Table 1

Based on interviews and observations, the reliability of Tirta Jati Cirebon Regency Municipal Waterworks in providing services is still less than optimal. This can be seen from several comments on social media Instagram @PDAMtirtajati which state that its services cannot be relied on when problems occur in the community.

C. Responsiveness of the Tirta Jati Municipal Waterworks Service System, Cirebon Regency

Responsiveness is the ability of officers to quickly respond to problems that arise and handle customer complaints effectively, it can be seen from the officer's ability to respond appropriately and quickly to complaints and deal with various problems that arise (Anwar, Rachmawati, and Nur: 2023).

Based on the results of interviews with Tirta Jati Cirebon Regency Municipal Waterworks regarding Responsiveness as follows:

"Tirta Jati Municipal Waterworks provides Complaint reports via telephone, email, mobile application, or in person at the office. Reports are recorded in the administration system for documentation and follow-up. Afterwards, the company conducts an initial investigation by collecting evidence such as photos, videos, water usage records, and technical reports. Data and evidence are verified by checking

customer water usage records and water meters to ensure accuracy. After the initial verification, Tirta Jati Municipal Waterworks issues a Work Order (SPK) to the survey team. During the check, the survey team documents the findings with photos, videos and written notes as evidence. After the check, they compile a Berita Acara Pengecheck that includes the findings, evidence, and follow-up recommendations, and is signed for validity." interview with Mr. Irfan as the head of the marketing sub-section (July 26, 2024)

Based on observations via social media Instagram @PDAMtirtajati regarding the Responsiveness provided by Tirta Jati Cirebon Regency Municipal Waterworks as follows:

No	Accounts name	Complaints or Comments	Problems	Responsiveness	
				There are	None
1.	Zacskeya	<i>"The office phone number can't be reached, maybe they're avoiding customer harassment because the water is frequently off."</i>	The number cannot be reached.		✓
2.	Tinysupartini94	<i>"I sent a DM, but no response. I asked on WhatsApp, 'How long will the disruption last? How is the progress on the repairs?' No response. The water has been off for almost a week. It only comes on at 3 a.m., and even then, it's very weak. Every time I complain, the only answer I get is 'sorry.' Saying sorry is something I can do too."</i>	There is no response on Instagram and WhatsApp.		✓

3.	Thehitz	<i>"This is fake information, the number is not registered on WhatsApp. Please take action, Mr. @cirebonkab, the water keeps being off, and when we complain, we can't be contacted."</i>	The number is not registered on WhatsApp.		✓
4.	Susantosyarif	<i>"Every time I call the complaint number, no one answers. When I go to the main office, they tell me to go to the branch. How come the main office doesn't know that the branch is having an issue?"</i>	There is a lack of coordination between the branch office and the head office		✓

Table 2

Based on the results of interviews and observations, the responsiveness of Tirta Jati Cirebon Regency Municipal Waterworks in providing services is still not optimal. This can be seen from several comments on one of the Instagram @PDAMtirtajati social media posts stating that the Municipal Waterworks does not respond to public complaints, whether submitted through Instagram social media, WhatsApp, or directly at the head office.

D. Tirta Jati Cirebon Regency Municipal Waterworks Assurance service system

Assurance in services includes officers providing assurance that services will be provided on time according to applicable standards. This includes providing evidence of timely collection of service products and ensuring clarity of costs during the service process (Agustina and Ismiyati: 2019).

Based on the results of interviews with Tirta Jati Cirebon Regency Municipal Waterworks regarding Assurance as follows:

"Tirta Jati Municipal Waterworks established a special inspection team to conduct regular checks in areas prone to cloudy water and supply disruptions, using detection equipment as well as training to identify problems. The company also conducted socialization to the community on the negative impact of illegal connections and the importance of reporting suspicious activities. In addition, the company is developing

smart water infrastructure to monitor, analyze and manage water distribution more efficiently. Once evidence related to illegal connections is collected and verified." interview with Mr. Irfan as the head of marketing sub-section (26 July 2024)

Based on an interview with one of the PDAM customers in Kapetakan village through the Assurance provided by Tirta Jati Municipal Waterworks, Cirebon Regency as follows:

"It's a shame that PDAM's response is slow, I once had my water cut off for 1 week, it wasn't executed, it wasn't repaired, I didn't check what the problem was. I have complained several times with no response, after the water was turned on the water became cloudy and smelly." interview with Mr Gilang (31 July 2024)

Based on the results of interviews with customers, Tirta Jati, Cirebon Regency Municipal Waterworks has not been optimal in providing guarantees to the community. One customer stated that PDAM did not provide adequate guarantees, did not respond to customer aspirations, and often provided inaccurate information, such as information regarding mass water outages.

E. Tirta Jati Cirebon District Municipal Waterworks' Empathy

Empathy is an effort by officers in customer service facilities to provide sincere attention to individual customers by trying to understand the customer's wants and needs (Effendi: 2020).

Based on the results of interviews with PDAM Tirta Jati, Cirebon Regency regarding Empathy as follows:

"Tirta Jati Municipal Waterworks gives appreciation to customers. Customers who pay on time with this appreciation system, Tirta Jati Municipal Waterworks builds positive relationships with customers, promotes care for water resources, and improves service quality. The program requires good planning and transparency, with clear criteria for all customers. Effective communication ensures customers understand the benefits and how to participate, thus appreciating and motivating active participation in safeguarding water resources." interview with Mr. Irfan as the head of the marketing sub-section (July 26, 2024)

Based on an interview with one of the customers regarding Empathy provided by Tirta Jati Cirebon Regency Municipal Waterworks as follows:

"When you make a complaint directly to the office, it is handled well, but there is still no follow-up, you just listen to it, information regarding Municipal Waterworks services often turns off the water suddenly for reasons of repair," interview with Mr. Widodo Adip (12 November 2024)

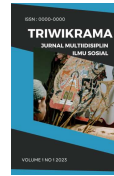
Based on the results of interviews with customers, Tirta Jati Cirebon Regency Municipal Waterworks' tap water has been quite good in showing empathy to the community. Customers revealed that the company remains polite in serving, helping customers when making payments at the office, and showing a friendly smile when facing customers who are filing complaints.

Conclusion

Based on the results of the research and discussions that have been carried out, it can be concluded that the service quality of Tirta Jati Municipal Waterworks, Cirebon Regency is still inadequate. This can be seen from several indicators as follows:

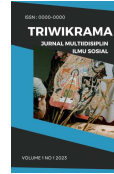
- *Tangible*: The physical office facilities are complete and of good quality, the administrative equipment is very adequate, and the communication facilities used are of good quality.
- *Reability*: Tirta Jati Cirebon Regency Municipal Waterworks is not yet optimal in providing fast and precise services.
- *Responsiveness*: Responses to customer complaints and responsive service are still less than optimal.
- *Assurance*: Officers' skills in using social media as a communication tool are still less than optimal.
- *Empathy*: Attention to customers is good, but employee or officer understanding of customer needs is still lacking.

Inhibiting indicators found include lack of responsiveness and response to customer complaints, empathy, and reliability. Meanwhile, supporting indicators include complete and adequate office facilities as well as modern and easily accessible complaint facilities.



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