

ANALYSIS OF HANDLING CUSTOMER COMPLAINTS IN THE BOALEMO AREA DRINKING WATER PUBLIC COMPANY

Delinta A Ibrahim¹⁾, Aryati Hamzah²⁾, Djamila Podungge³⁾

1)Bina Mandiri University Gorontalo

2)Bina Mandiri University Gorontalo

3)Bina Mandiri University Gorontalo

E-mail:ibrahimdelinta52@gmail.com

ABSTRACT

This study aims to find out how to handle customer complaints at the Boalemo Regional Public Water Company.

This study uses a qualitative descriptive research type, which is a study that collects data and gathers information about the symptoms and facts of the object under study in accordance with what was obtained during the research. This research was conducted at the Boalemo Regional Public Water Company with data collection techniques through direct observation and interviews and documentation.

The results showed that the handling of customer complaints was appropriate based on the procedures established by the Boalemo Regional Public Water Company. However, the handling of real complaints has not been felt by customers. PUDAM admits that it has not been able to determine the time for handling each customer complaint caused by several factors such as substandard water discharge, fees or bills that are not suitable for use, dirty water in the rainy season and slow handling, causing dissatisfaction with the form of handling complaints. customers of the Regional Public Water Company of Boalemo.

Keywords : Handling, Customer Complaints, PUDAM.

INTRODUCTION

In everyday life, water is the part closest to humans which is a basic need for human survival. Therefore, water must be accessible in satisfactory quality and quantity. Apart from being one part of the biological system that is vital for human existence. water is also a feature of other living things which is limited by the state with government assistance for individuals, this is stated in Article 33 paragraph 3 of the 1945 Constitution of the Republic of Indonesia. Given the importance of

the need for clean water, this may be a regular resource main. Therefore, it is normal for clean water areas to have a primary need to be addressed because they include human presence and many individuals.

In view of the Regulation of the Minister of Home Affairs Number 2 of 2007 Article 1 Paragraph 1 concerning Organs and Staffing of Regional Drinking Water Companies. In such circumstances, Regional Public Drinking Water Company, hereinafter abbreviated as PUDAM,

is a Regional Owned Enterprise that administers drinking water government affairs.

drinking water organization is an organization that produces water administration for a local area where water is a characteristic asset that is necessary for the existence of many individuals and is a very basic need for every living thing, be it humans, creatures or plants. This is on the grounds that water is an absolute necessity forever and the climate, especially people who need water for drinking, washing, washing and others.

Boalemo Regency itself has a Regional Public Drinking Water Company (PUDAM) called the Regional Public Drinking Water Company (PUDAM) Boalemo, which started its operations in 2005, and continues to this day. The Boalemo Regional Drinking Water Company is an organization that oversees and supplies clean water needs for the Boalemo Regency area.

The workplace of the Regional Public Drinking Water Company of the Boalemo Regency Branch is under the protection of the Regional Public Water Company of Boalemo, with a total debit of 8,190 customers. This organization helps partners (Bupati, Camat, and Kades). Partners play an important role in the Regional Public Water Supply Company to provide convenience as an arrangement related to the need to introduce water lines and elements of local water customers. This office serves various regional needs for PAM/PDAM administration. Check the water account for installments directly to the actual PUDAM location or come directly to the regional drinking water organization (PUDAM) branch office of Boalemo Regency. Moreover, the provincial drinking water organization in Boalemo Regency as one of the local drinking water organizations is not the same as a different organization.

The Regional Public Drinking Water Company (PUDAM) Boalemo is an organization engaged in the implementation of clean water management in Boalemo Regency. One of the goals of PUDAM Boalemo itself is to solve the problem of clean water in the local area, while the other goal depends on consumer loyalty in utilizing clean water.

With the ultimate goal of assisting the administration, the Regional Public Water Supply Company (PUDAM) Boalemo has clean water reservoirs spread across several sub-locales, where the establishment of the basic handling is in Tilamuta District, precisely in Boalemo Regency. Along with the progress of the population, the number of customers of PUDAM in Boalemo Regency is also increasing, therefore PUDAM must add or prepare an adequate supply of water to overcome the problem of clean water.

The Regional Public Drinking Water Company of Boalemo has tried to offer various types of assistance to solve the problem of clean water, but in its long journey it has often received objections from the general public or customers. Public complaints about the increasing difficulty of getting clean water, especially in areas that have high surfaces and are far from being handled, have not been fully resolved by PUDAM Boalemo.

The objections to the administration of PUDAM Boalemo originated from customer complaints, such as insufficient water flow or water suitability that is not in accordance with the purpose, significant expenses or bills that are not suitable for use, dirty water in the storm season, and improper handling. sooner or later.

The Boalemo Regional Public Water Company has efforts to handle customer complaints, namely, responding quickly when there are customer complaints, conducting initial customer surveys when there are complaints of leaks, conducting

direct data collection on customers who make complaints, providing solutions to customers when there is a surge in usage. ride. As well as having customer complaints handling, namely if there is too high water usage, the PDAM checks directly on the customer's water meter installation and changes the meter that has inaccurate readings, also fixes if there is a pipe leak, cloudy water during the rainy season, the PDAM does reducing water discharge and washing the reservoir tub as well as washing the pipes in the water washout (drain pipe).

However, what happened in the field, customers were not satisfied with the action taken by PUDAM, considering that some complaints could not be resolved as expected. For example, complaints of water strain are powerless in the dry season and cause PDAM to reduce the flow of water for use, but these activities are not transmitted directly to customers and make customers feel disappointed. In addition, high payments were caused by damage to the meter and were not handled quickly by PUDAM so that customers were not satisfied with the services provided by the company ^[1].

Etymologically, management comes from the word to supervise which means to control. If viewed from the current paper, Management thinking should be seen from three implications: executive as a cycle, Management as a collectivity of people and Management as a science.^[2]

In addition, management is known as the science and art of taking action to achieve goals. Management as a science is a systematic accumulation of knowledge or an organized unity of knowledge^[3].

Management is the most common way of (organizing) compiling (coordinating) towards (moving) and controlling (controlling) hierarchical individual exercises and exercises utilizing other authoritative assets to achieve hierarchical goals. ^[4].

The existence of customers is the target of various companies in the sales process in the form of goods or services, if they do not achieve that, then a company cannot be said to be successful ^[5].

This is reflected in the following quote: Customers are individuals who have a strong possible interest in the item and the ability to get it ^[6].

Following are the destinations of the executives from different perspectives, as specifically disclosed:

1. By type
 - a. The purpose of benefit means to create profit for the owner.
 - b. The purpose of administration means offering great assistance to customers by increasing the value of labor and products offered to buyers.
 - c. Social destination means building value for the use by the organization of government assistance to the community.
 - d. Individual goals indicate that representatives exclusively, financially, and mentally socially get fulfillment in their field of work in the organization.
2. As indicated by Nature and Purpose
 - a. Executive objectives insofar as attractive goals are to be generated by the board of directors.
 - b. Administrative destinations, the target to be achieved is the administrative imagination.
 - c. Regulatory targets are goals whose achievement requires organization.
 - d. A financial goal is a target that is entirely aimed at meeting a need that productivity expects to achieve
 - e. The special purpose combines the special smoothness, the

smoothness of the work, and the smoothness of the work.

3. By Field

- a. High-level goals are general goals, complete and cover different areas on a double.
- b. Financial targets are goals about capital.
- c. The goal of creation is the goal of creation.
- d. Promoting destinations is a target in the area of displaying workforce and products.
- e. Office targets are goals related to the field of organization and organization.

It is important to remember, Management is a type of work. Managers in carrying out their duties must carry out special exercises called administrative skills which consist of:

1. Planning

Create and manage the goals and focus of the organization or association along with the procedures used in achieving this using existing assets.

2. Organizing

Synchronization of HR, normal assets, actual assets, and capital assets to achieve organizational targets.

3. Briefing

Give guidance to people so that they take care of their own business as shown by what is not really done.

4. Control

Provide guidance in terms of each task according to what is not arranged.

5. Coordination

Interact and do work so that they can synergize with each other so that chaos, conflict and opportunity can occur.

He admits that he is still studying and has succeeded in joining the Management and can also use

different sources with the term 6M administration, to be more specific:

1. Human

People are very likely to be the main factor in determining sources and achieving goals in completing the work process. Because basically humans are working animals. As a result, executives arise due to the fact that there are individuals who work together to achieve a common goal.

2. Money

Cash is expected to achieve goals and play an important role. After all, decide on the methods involved with achieving the goals of any program, routine action or project, large or small. This is not possible without an inventory of cash or expenses. In today's financial aspect, cash is characterized as something that is accessible and is generally recognized as installments to acquire labor and other important products and resources as well as necessary installments.

3. Material

Material or material as a method, because issues and people cannot be separated. Without the material, the goals to be achieved will not run positively.

4. Tools

Apparatus or machines play an important role in the cycle of creation in organizations that require major and correct progress.

5. Method

In the work system, work techniques are needed so that the work runs successfully and effectively.

6. Market

The market is expected to advertise the goods of the organization. The market is as a local area (customer) itself and is managed

by the exhibition plan so that the organization achieves its ideal goals.

Of the six components of Management, each has a different quality. Furthermore, the board cannot run properly without these six components.

The customer is the main individual in an organization on the grounds that the customer is the goal of work, the customer is the individual who brings us to the satisfaction of the organization that is highly subject to the customer.

There are several ways for consumers to submit complaints about service or product dissatisfaction. The company's job is to respond to customer complaints or complaints properly.

There are several ways for consumers to submit complaints, namely: ^[5]:

- a. *Voice Response* (Direct) that is, submitting a complaint directly, submitting to the task encountered.
- b. *Private Response* (Indirect) that is, the submission of complaints indirectly through third parties (mass media, NGOs, and others)
- c. *Third Party Response* (Legal Path) namely, submitting complaints through legal channels, class action, compensation.

At the present time, no one wants to wait for service and transactions, as this will result in delays in the server wanting the same service at the same time. Customer complaints by the company can be used as a real evaluation material in improving service to customers. is an expression of dissatisfaction with the services provided by the company. With customer complaints, companies can easily identify existing weaknesses.

Handling customer complaints is not an easy matter, you need your own technique and also the stages to take the right and correct action. This process must

be fast even though it is not interpreted as a hasty action and improper and correct handling because of a rash attitude, then the problem will get worse. The following are efforts to handle customer complaints^[7].

1) Listening to Complaints Well

Give your full attention. Don't do anything else. Write down what they tell you to get specific. Make sure you understand their complaints.

2) Let Them Speak

Don't interrupt. Don't explain, defend yourself, or pass judgment. They don't care if there's a problem and they don't want your version of the story. They are angry and want to vent.

3) Apologize

This is hard to do especially if you are not the one causing the problem. If in this situation you apologize, you are not at fault for causing trouble. You apologize that a customer had an unpleasant experience. Put yourself in their shoes.

4) ask them how you can fix it.

Too many employees don't respond well to complaints. This makes customers more upset if that's not what they want. In fact, you may offend others by offering a discount. A better way is to ask them what they want.

5) Convince Them You Can Fix the Problem

Since you have listened to and understood their complaints, you understand why they are upset. Take the next step and reassure them that you will take precautions so it doesn't happen again.

6) Be thankful

Without feedback from customers, we don't know what we can give customers. When they say we failed they provide valuable information on how we can improve our business. They tell us what needs to be done to

get customers to come back. So, thank them for their help.

In providing services, both to internal and external customers, service providers and service providers must always strive to refer to the main goal of service, namely consumer satisfaction or customer satisfaction.

We as the serving party will not know whether the customer we serve is satisfied or not because the only customer who can feel satisfaction from a service is the concerned customer. The level that customers get is usually closely related to the standard of quality of the goods or services they enjoy. So, in essence we will only know the level of satisfaction of each customer from the customer's statement concerned.

So what is meant by Customer Complaint Handling Analysis is a system that is used or an action taken when a customer complaint is dissatisfied with the service provided.

The steps required in handling Customer Complaints are:

1. Establishment of a common approach to complaint handling
2. Provision of standard forms to serve complaints
3. Appropriate analysis of existing complaints
4. Build responsibility and a sense of belonging
5. Determination of escalation procedure
6. Complaint resolution
7. Make sure the complaint form is signed
8. Decide on appropriate internal corrective actions
9. Build customer satisfaction evaluation
10. Complaint analysis is carried out periodically

In offering this type of assistance, both to internal and external customers, specialist organizations and specialist cooperatives should consistently strive to

refer to the main objectives of administration, in particular customer satisfaction or customer loyalty. We as serving parties will not know whether or not the customers we serve are fulfilled, considering that the main customer who can feel satisfaction from an assistance is the customer in question. The level that customers earn is generally closely related to the norms of the nature of the work and products they value. Thus, basically we will only know the level of fulfillment of each customer from the explanation of the customer concerned.

So what is meant by Customer Complaint Handling Analysis is the framework used or the actions taken when customers feel disappointed with the assistance provided. In offering

The following describes consumer loyalty:

- 1) materialized (tangibles)

The company's ability to provide the best service for customers and this is a concrete thing. This means that the quality can be seen and felt directly by the customer

- 2) Reliability (Reliability)

Reliability is the company's ability to provide services for customers. If tangibles is about the concrete, reliability is arguably more abstract. This reliability is in direct contact with consumer expectations.

- 3) Responsiveness

Responseveness directly related to responsiveness. Responsiveness is about how the company provides services that are responsive to all customer wants and needs. Usually this responsiveness is also followed by a coherent delivery but still easy to understand.

- 4) Guarantee (Assurance)

Assurancerelated to certainty, precisely the certainty that customers get from the behavior of business

actors. This assurance can be obtained, for example, from good communication, extensive knowledge, to being polite and courteous to customers. With assurance, customer confidence in your product will increase.

5) Empathy

Empathy related to customer satisfaction is closely related to sincere and close attention to each customer. Empathy will help companies to know the specific needs and wants of customers.

RESEARCH METHODS

This study uses a descriptive type of research with a qualitative approach. This type of descriptive research is research that deals with one or more variables independently^[8].

While the qualitative approach is data that forms words, sentences, or documentation.

By using the following data sources:

a. Primary data

Primary Data, is data obtained from observations and interviews with informants which were carried out at a time bound. Informants who will be asked for data in connection with the research title include:

1. Leader
2. Employee
3. Customer

b. Secondary Data

Secondary Data, is a source of research data obtained by researchers indirectly through intermediary media. This means that the researcher acts as a second party, because it is not obtained directly.

Data collection techniques used are observation, interviews, and documentation. Observations in qualitative research are carried out in a structured manner, because the focus of the research is clear and the focus of

observation will develop when direct observation activities are carried out.

The observations from this study about the lack of handling from employees so that many customers complain about clean water and become an obstacle for PDAM water users.

With this interview, each respondent was asked the same questions. And this structured interview chose the object of research were leaders, service employees, and customers.

This research uses documentation in data collection which is done by recording, recording, and taking photos.

RESEARCH RESULT

Data from the results of this study were obtained based on interviews conducted by researchers, where researchers conducted interviews with the Head of the Subscription Relations Section (KASIE HUBLANG) and workers at the Boalemo Regional Public Water Company and customers of PUDAM Boalemo.

- a. Based on the results of meetings with resource persons from both PUDAM and customers who stated that the complaints often submitted by customers to PUDAM Boalemo were the lack of water release, significant expenses/bills, slow maintenance and dirty water in the windy season.
- b. Given the consequences of the above meetings, it is very reasonable for the PUDAM Tirta Boalemo organization to find out the objections of each customer, for example through work locations, call focus and other media. This aims to make it easier for customers to submit complaints
- c. In relation to the outcome of the meeting regarding the type of handling

of customer complaints about lack of water flow, PUDAM will acknowledge the customer's complaints and say that they will complete repairs for clogged pipes and spilled pipes resulting in lack of water flow. However, the handling of objections from PUDAM customers was not immediately responsive in making improvements when a protest was filed.

- d. Considering the consequences of the above meetings, it tends to be concluded that the treatment of customer objections to significant expenses or bills causes customers to be disappointed by dealing with significant expenses or bills. Significant costs or bills due to drain spillage after water causes excessive water use. expect customers to have the option to make installments according to usage as estimated from the water meter.

Given the side effects of the above exploration, it can be assumed that handling customer objections to dirty water during hurricane season has not been effective and productive on the grounds that not all water will be properly separated and subsequent cleaning. a sloping tub that creates a sensation of disappointment in the face of customer complaints.

Based on the above meeting, it can be assumed that PUDAM often experiences delays in handling customer complaints, for example repairing clogged water pipes or spilled water pipes. Customer complaints have been filed before but the handling takes several days so customers believe PUDAM will be late in handling customer objections.

DISCUSSION

This research was conducted to find out how to handle customer complaints at

PUDAM Boalemo, in order to address complaints submitted by customers. The customer complaint handling system implemented at PUDAM Boalemo is in accordance with the procedures implemented by the Drinking Water Management Agency (BPAM). In addition, the PUDAM company can find out customer complaints by providing a website and call center or directly at the PDAM office.

Handling customer complaints is not an easy matter, it needs its own technique and also the stages to take the right and appropriate action and it is carried out by Human Resources or employees at PUDAM. Complaint handling efforts are a form of the company's quick action in resolving complaints.

The forms of efforts to handle customer complaints at PUDAM Boalemo are as follows:

Customer complaints can take various forms. This requires being prepared to accept customer complaints, such as giving your full attention to the complaints submitted and recording what the customer complaints are. The forms of customer complaints are as follows:

- a. Less water discharge

Each customer complaint is certainly different in handling. Customer complaints such as insufficient water flow caused by clogged pipes and pipe leaks resulting in reduced water flow to customers. PUDAM will clean up pipe blockages and repair leaky pipes. However, PUDAM's handlers are not responsive in realizing these improvements, which results in customers feeling dissatisfied with the handling of complaints on reduced water flow. According to customers, the reduced water discharge is also caused by the dry season, but the PDAM does not distribute clean water to customers' homes so that

customers feel they are not being cared for for their needs.

b. High fees/bills

Clean water is one of the main household needs. Therefore. The community regularly subscribes to PUDAM services in order to get clean water intake every day. One of the problems that are often complained about regarding PUDAM services is the increasingly expensive billing value every month. In some cases, customers are not a little surprised when their PUDAM bill suddenly increases drastically when compared to the appeal. The main factors are leaks in the network. The handling steps are to check for leaks in the meter network. Customers are expected to turn off all faucets in the house and if the needle rotates, a leak has occurred which results in excessive water use and affects expensive payments.

c. Dirty water in the rainy season

Cloudy water during the rainy season is the main problem that PUDAM Boalemo customers often complain about. This is recognized by a number of customers. Meanwhile, PUDAM Boalemo employees did not deny the customer complaints. According to employees, PUDAM is in the middle of fixing itself to solve this problem. Currently, PUDAM has a clean water filtration system, but it is still very minimal, so many customers still have problems with cloudy water. The current treatment is to maximize filtering and control the water pressure so that it is not too cloudy, when used by customers in the rainy season. However, according to one customer who stated that the water in his residence during the rainy season is very cloudy and dirty. This is because the way to control the water is not optimal and the cleaning of the water tub is not evenly distributed.

d. Slow complaint handling

The maximum time limit for handling customer complaints that require technical improvements is sometimes not determined. Because the speed of handling is influenced by the causes and solutions of different complaints, along with the availability of adequate tools, goods and technical personnel, meanwhile other customer complaints can be resolved by customer service officers who are considered slow in handling complaints. If technical improvements in handling complaints are running slowly, it can cause dissatisfaction in customers, even though a friendly attitude has been given by the service provider agency.

Based on the results of the discussion above, the handling of customer complaints is in accordance with the procedures established by PUDAM Boalemo. This can be seen from the discussion above. Excellent service quality in general can be interpreted as a form of service that truly gives satisfaction to the community in the sense that customers are truly served professionally with simple, smooth, safe, orderly procedures, there is certainty of costs and completion time. However, the standard for handling real complaints has not been felt by customers. This can be seen from the results of an interview with an employee of PUDAM Tirta Boalemo who has the initials IH who stated that we often receive information directly from customers regarding the handling of complaints that have not been effective in solving problems.

Responsiveness of public services in handling customer complaints of PDAM Gresik Regency which states The results of the study show that PDAM Kab. Gresik shows that the six indicators used still have several shortcomings, such as

communication and not friendly staff alertness^[9].

Research limitations

Based on the researcher's direct experience in the research process, there are some limitations that are experienced and can be a number of factors that can be given more attention to future researchers in further refining their research, because this research itself certainly has limitations that need to be continued. improve in future research. The limitations in this study are as follows:

1. The number of informants who will be taking data in the form of interviews to find out how to handle customer complaints is only a few, so that in collecting customer complaint data, data is collected with various other informants, such as customers.
2. For data retrieval in knowing some customer complaints often experience problems caused by informants who are often not in place.

CLOSING

A. Conclusion

Based on the results of research conducted by researchers and the discussion in the previous chapter, the researchers concluded that: However, the handling of real complaints has not been felt by customers. PUDAM admits that it has not been able to determine the time for handling each customer complaint caused by several factors such as substandard water discharge, fees or bills that are not suitable for use, dirty water in the rainy season and slow handling, causing dissatisfaction with the form of handling complaints. PUDAM Boalemo customers.

B. Suggestion

Based on the conclusions above regarding the Handling of Customer Complaints at the Regional Public Water Company (PUDAM) Boalemo, the researchers found the following suggestions:

1. The Regional Public Drinking Water Company (PUDAM) of Boalemo must be more careful and pay more attention to receiving customer complaints, which have been submitting complaints for days but have not yet been repaired.
2. The Regional Public Drinking Water Company (PUDAM) of Boalemo should distribute call centers evenly so that customers have no difficulty in submitting their complaints.
3. The Regional Public Drinking Water Company (PUDAM) of Boalemo should provide more tools or tank cars so that there are no obstacles in handling the customer.
4. The Regional Public Drinking Water Company (PUDAM) Boalemo pays more attention to the water meter so that there are no errors in meter readings so that payments are not too high.
5. The Regional Public Drinking Water Company (PUDAM) of Boalemo should be more convincing or give empathy to customers when submitting their complaints with anger so that the customer's anger can subside.

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