ABSTRACK

STRATEGY TO IMPROVE SERVICE QUALITY AT PDAM OF MAKASSAR CITY

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Water is a basic need for the community that is very important in supporting daily life. The Regional Drinking Water Company (PDAM) of Makassar City as a clean water service provider has a great responsibility in ensuring good and equitable distribution and quality of water services. However, there are still various complaints from the community due to various problems such as uneven water distribution, cloudy water quality, and slow handling of customer complaints. This study aims to see how the strategy carried out by PDAM of Makassar City in improving service quality.

The method used is descriptive qualitative with data collection techniques through interviews, observations, and literature studies. Osborne and Plastrik's theory are a reference in analyzing five service strategies, namely core strategy, consequences, customer, control, and culture.

The results of the study show that the PDAM of Makassar City has formed a Quick Response team, provided water tank cars, implemented service SOPs, and routinely conducted water quality checks. However, the main obstacles lie in uneven water distribution due to limited raw water supply and pipe leaks, delays in handling customer complaints caused by limited human resources, and the non-optimal implementation of service SOPs. In addition, there is a discrepancy between the suboptimal water distribution conditions and the billing system, the attitude of officers who are not fully professional also affects the quality of service.

Keywords: Service Quality, PDAM, Public Service Strategy.

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