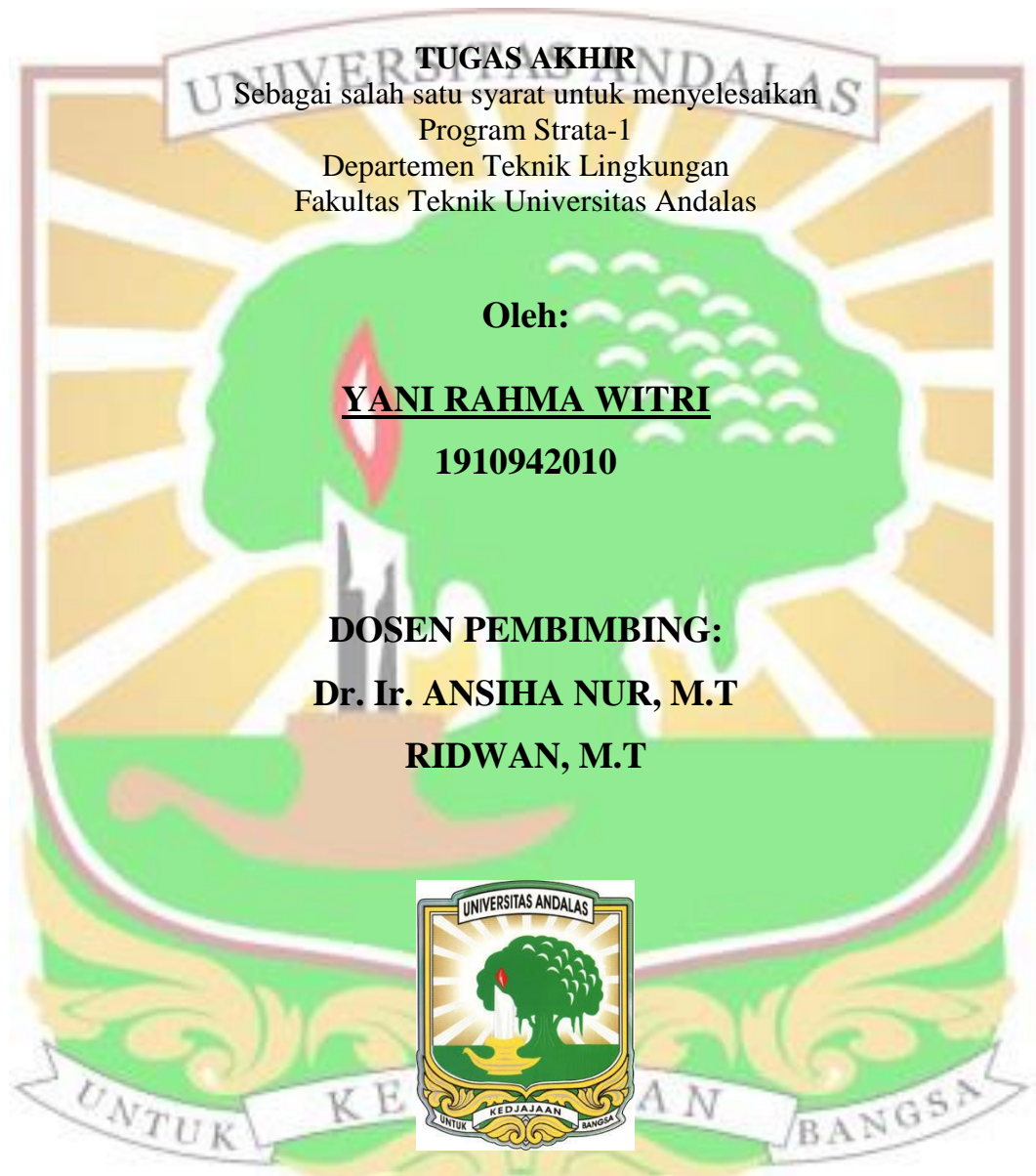


**ANALISIS TINGKAT KEPUASAN PELANGGAN
TERHADAP KONDISI TEKNIS SISTEM PENYEDIAAN AIR MINUM
PERUSAHAAN UMUM DAERAH AIR MINUM KOTA PADANG**



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ABSTRAK

Perusahaan Umum Daerah (Perumda) Air Minum Kota Padang merupakan Badan Usaha Milik Daerah (BUMD) Pemerintah Kota Padang yang melaksanakan pengelolaan dan pelayanan air minum secara adil, merata, terus menerus, dan berkualitas. Penelitian ini bertujuan untuk menghitung dan menganalisis Indeks Kepuasan Masyarakat (IKM) kepuasan pelanggan terhadap kondisi teknis Sistem Penyediaan Air Minum (SPAM) Perumda Air Minum Kota Padang. Kondisi teknis SPAM yang dianalisis yaitu kualitas air, kuantitas air, dan kontinuitas air yang diterima. Analisis data menggunakan metode analisis statistik deskriptif. Data primer diperoleh melalui survei dan kuesioner, dan data sekunder diambil dari buku, jurnal, dan artikel yang mendukung penelitian. Jumlah responden adalah 400 sampel pelanggan aktif rumah tangga Perumda Air Minum Kota Padang yang dihitung menggunakan rumus Slovin. Analisis data kepuasan pelanggan dihitung berdasarkan Peraturan Menteri Pendayagunaan Aparatur Negara dan Reformasi Birokrasi Republik Indonesia (Permen PAN RB) No. 14 Tahun 2017. Hasil penelitian menunjukkan bahwa kepuasan pelanggan aktif Kota Padang terhadap kondisi teknis SPAM adalah 297 orang (69,75%) merasa puas akan kuantitas air, 246 orang (61,5%) puas terhadap kontinuitas air, dan 264 orang (66%) merasa puas terhadap kualitas air. Hasil perhitungan Indeks Kepuasan Masyarakat (IKM) Kota Padang adalah 73,42 dengan mutu layanan C dan kinerja Kurang Baik. Rayon pelayanan air minum yang memperoleh nilai IKM tertinggi adalah rayon 12 dengan nilai 93,52 atau mutu layanan A dan tingkat kinerja Sangat Baik. Sedangkan yang memperoleh nilai IKM terendah yaitu Rayon 1 dengan nilai 63,73 atau mutu layanan D dan kinerja Tidak Baik.

Kata Kunci : Air Minum, Kepuasan Pelanggan, Kontinuitas Air, Kualitas Air, Kuantitas Air



ABSTRACT

The Padang Regional Public Company (Perumda) Drinking Water is a Regional-Owned Enterprise (BUMD) of the Padang Government which carries out drinking water management and services in a fair, equitable, continuous and high-quality manner. This research aims to calculate and analyze the Community Satisfaction Index (CSI), customer satisfaction regarding the technical conditions of the Drinking Water Supply System (SPAM) of Perumda Air Minum Padang. The SPAM technical conditions explained are water quality, water quantity and continuity of water received. Data analysis uses descriptive statistical analysis methods. Primary data was obtained through surveys and questionnaires, and secondary data was taken from books, journals and articles that support research. The number of respondents was 400 samples of active household customers of Perumda Air Minum Padang which were calculated using the Slovin formula. Analysis of customer satisfaction data is calculated based on the Regulation of the Minister of State Apparatus Empowerment and Bureaucratic Reform of the Republic of Indonesia (Permen PAN RB) No. 14 of 2017. The research results show that the satisfaction of the active customers with the technical conditions of SPAM is 297 people (69.75%) are satisfied with the quantity of water, 246 people (61.5%) are satisfied with water continuity, and 264 people (66 %) are satisfied with the water quality. The calculation result of the Padang Community Satisfaction Index is 73.42 with service quality scored as C and performance being Poor. The drinking water service District that received the highest CSI score was District 12 with a score of 93.52 or the service quality was scored as A and the performance level was Very Good. Meanwhile, the one that got the lowest IKM score was District 1 with a score of 63.73 or service quality scored as D and performance Not Good.

Keywords: *Drinking Water, Customer Satisfaction, Water Continuity, Water Quality, Water Quantity*

