

**PELAYANAN PDAM WAY RILAU
BERDASARKAN PENDAPAT PELANGGAN
DI KOTA BANDAR LAMPUNG**

T E S I S

Disusun Dalam Rangka Memenuhi Persyaratan
Program Studi Magister Teknik Pembangunan Kota

Oleh :

**APRIADI
L4D 005073**



**MAGISTER TEKNIK PEMBANGUNAN KOTA
UNIVERSITAS DIPONEGORO
2008**

ABSTRACT

PDAM Way Rilau as fresh water provider in Bandar Lampung faces many problems in performing service to the consumer. Those problems are height of unaccounted for water that is 41,81%, amount of debt is 52,3 billion rupiahs, low of service range that is 23,58% and many complain consumer's due to PDAM services. Based on those problems, the writer would measure PDAM services by examining consumer's opinion.

This research aims to identify how consumer's opinion due to PDAM services. This research would evaluate PDAM services based on services standart such as Kepmendagri 47/1999, Permenkes 416/1990 and Puslitbang Research in PU Departement due to clean water consumption. This result would be compared with consumer's opinion due to PDAM's services. Besides, it would identify PDAM problems due to clean water providing and its effort to overcome existed problems.

Analytical method applied namely quantitative analysis to apply frequency distribution analysis and cross tabulation to know customer opinion and correlation analysis to know customer characteristic to their opinion. Whereas qualitative analysis applied to know problems happened in PDAM. The samples are 75 respondents and spread in 7 service zona. Sampling performed by regional proportion sample method.

Based on result of research, satisfied customer with service of PDAM which practically valuable ugly based on standard Kepmendagri 47/1999. Some relationships that is tightly enough between customer characteristics with their opinion :

- 1. More education height, satisfaction to gauging of metre water more low (correlation number - 0,424). Customer of higher education wishes existence of gauging of periodical metre because knowing the benefit is to take care of accuracy of metre water.*
- 2. More many unmates, usage amount of water every body more decreases (correlation number - 0,437). Consumption of water every body at customer which the unmate many more economically than which the unmates a few.*
- 3. More many source of main water, usage amount of water every body more decreases (correlation number - 0,463), it's mean consumption of water PDAM will decrease when customer have source of other water.*

Meanwhile, that have made consumers unsatisfied to Way Rilau PDAM are:

- 1).water resource decreasing so that water continuity performed by rotation;*

- 2) *Unsuitable between planning or stock with the real implementation;*
- 3) *PDAM has passive character in overcome consumer's complaint because it merely relies on consume report;*
- 4) *Lack of observation to change happened and*
- 5) *The facilities are not suitable for consumer.*

Recommendations that would submitted to Way Rilau PDAM are to improve:

- 1) *Evaluation for consumer's water gauge, periodically or replace water gauge that has more than 5 years old;*
- 2) *Service to consumer's complaint with employee education, add the medium of consumer complaint also provide rewards and punishment to the employee and*
- 3) *Service facilitation by improving and adding the counter facility for bill payment.*

Keyword: service, opinion, fresh water

