

Pengukuran kepuasan pelanggan PAM Jaya pada puskesmas kecamatan di Propinsi DKI Jakarta (menggunakan pendekatan customer delivered value, customer view of service quality dan marketing mix) = Measurement of customers' satisfaction of PAM Jaya water supply corporation to sub-district public health centers of the special territory of the capital city of Jakarta (Using an approach to customer delivered value. customer view of service quality and marketing mix)

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Abstrak

<i>One of the most vital needs of the people of the Capital City of Jakarta is the provision of sufficient clean water in terms of quantity and quality. In line with the Provincial Government Regulation Number 13 year 1992, PAM JAYA is a legitimate corporation that has the authority to extract, provide, and distribute drinking water and other enterprise based on the Provincial Government Regulation.

The number of PAM JAYA customers, from time to time, increases with the growth of 6.40% annually. In line with that increase a variety of complaints and information related with the unsatisfactory customers towards the products and the services provided by PAM JAYA forwarded directly either to PAM JAYA or to its counterpart (PT. PAM Lyonnaise Jaya Ltd. and PT. Thames PAM Jaya Ltd.).

To find out the customers' satisfaction towards the product and the services provided by PAM JAYA. the writer conducts a survey to measure the customers' satisfaction of PAM JAYA Water Supply Corporation to the Sub-District Public Health Centers in the Special Territory of the Capital City of Jakarta. Apart from that the research also aims at elaborating important components or attributes in satisfying the customers as well as elaborating the customers' perceptions about the service quality provided by PAM JAYA.

The respondents of this research are all personnel of the Sub-District Public Health Centers in the Special Territory of the Capital City of Jakarta restricted to only the Sub-District Public Health Centers that have become the PAM JAYA regular customers. The sampling method used in this research is area sampling (included in the probability sampling).

The research uses descriptive method with 30 respondents of the Sub-District Public Health Centers as the samples_ Questionnaire is designed to identify the attributes of customers' satisfaction, with an approach to: (1) Customer Delivered Value (total customer value and total customer cost), (2) Customer View of Service Quality (responsiveness, assurance, tangibility. empathy and reliability) (3) Marketing Mix (product, place, price and promotion).

From the survey findings it is found out that there are 7 attributes of customers' satisfaction that are considered important in satisfying PAM JAYA customers, that is quality and pipe endurance, clean water quality assurance, health quality acknowledgement, water quality consistency, assurance of product

provision, pace in responding complaints and service quality provided by the PAM JAYA personnel. There are 2 biggest gaps between the customers' satisfaction and the PAM JAYA performance that are felt that is clean water quality assurance and the pace of responding complaints.

The research findings show that respective attribute of the customers' satisfaction indicating the value of negative gap. This shows that the quality services received by the customers are below standard. The percentage obtains for the customers' satisfaction level is 61.25%.

To better increase the future performance. PAM JAYA and its counterparts should make a lot of efforts to improve its product and services to meet the customers' expectation. The customers' satisfaction attributes that are considered very important and have the biggest gap between the expectation and the performance should be prioritized to increase the satisfaction level.

Salah satu kebutuhan yang sangat vital bagi penduduk kota Jakarta adalah tersedianya pelayanan air bersih secara memadai baik kuantitas maupun kualitas. Sesuai dengan amanat Peraturan Daerah Nomor 13 tahun 1992, PAM Jaya merupakan badan hukum yang berwenang melakukan pengusahaan, penyediaan dan pendistribusian air minum serta usaha-usaha lain berdasarkan Peraturan Daerah.

Jumlah pelanggan PAM Jaya, dari waktu ke waktu terus mengalami peningkatan dengan laju pertumbuhan 6,40% per tahun. Seiring dengan hal tersebut, dijumpai berbagai bentuk keluhan dan pengaduan berkaitan dengan ketidakpuasan pelanggan atas produk dan layanan PAM Jaya, baik disampaikan secara langsung kepada PAM Jaya maupun kepada mitra kerjanya (PT. PAM Lyonnaise Jaya dan PT. Thames PAM Jaya).

Guna mengetahui kepuasan pelanggan terhadap produk dan layanan yang disediakan PAM Jaya, peneliti melaksanakan survey untuk mengukur tingkat kepuasan pelanggan PAM Jaya pada Puskesmas Kecamatan yang berlokasi di wilayah Propinsi DKI Jakarta. Selain dan pada itu penelitian juga bertujuan menjelaskan komponen/atribut yang dianggap penting dalam memuaskan pelanggan serta menjelaskan persepsi pelanggan mengenai kualitas pelayanan yang diberikan oleh PAM Jaya.

Populasi target penelitian ini adalah, seluruh Puskesmas Kecamatan yang berlokasi di Wilayah Propinsi DKI Jakarta, sedangkan populasi terjangkau dibatasi hanya pada Puskesmas Kecamatan yang telah menjadi pelanggan PAM Jaya. Metode sampling yang digunakan dalam penelitian ini adalah area sampling (yang termasuk dalam probability sampling).

Metode penelitian yang dipakai adalah metode deskriptif, dengan jumlah responden 30 (tiga puluh) Puskesmas Kecamatan pengguna air bersih produk PAM Jaya yang diambil sampling. Penyusunan kuesioner untuk identifikasi atribut kepuasan pelanggan, dengan pendekatan ; (1) Customer Delivered Value (total customer value & total customer cost), (2) Customer View of Service Quality (responsiveness, assurance, tangible, empathy & reliability), (3) Marketing Mix (product, place, price. & promotion).

Dari hasil survey diketahui bahwa atribut kepuasan pelanggan yang dianggap sangat penting dalam memuaskan pelanggan PAM Jaya ada 7 (tujuh) yaitu ; kualitas dan kekuatan saluran pipa, jaminan mutu air bersih, pengakuan mutu dari kesehatan, konsistensi mutu air, jaminan tersedianya produk, kecepatan dalam

menanggapi keluhan dan kualitas pelayanan petugas PAM Jaya. Kesenjangan/ gap yang paling besar antara harapan pelanggan dan kinerja yang dirasakan ada 2 (dua) yaitu ; jaminan mutu air bersih dan kecepatan dalam menanggapi keluhan.

Hasil penelitian menunjukkan bahwa, masing-masing atribut kepuasan pelanggan menunjukkan nilai kesenjangan I gap negatif, hal ini menunjukkan kualitas layanan yang diterima pelanggan PAM Jaya masih berada dibawah kualitas layanan yang diharapkan pelanggan PAM Jaya. Prosentase untuk tingkat kepuasan pelanggan 1 kesesuaian pelanggan diperoleh angka sebesar 61,25%.

Untuk lebih meningkatkan kinerja pada masa yang akan datang, PAM Jaya dan mitra kerjanya harus berupaya terus untuk memperbaiki produk dan layanannya sehingga dapat memenuhi harapan pelanggan. Atribut kepuasan pelanggan yang dianggap sangat penting dan mempunyai kesenjangan/ gap yang paling besar antara harapan dan kinerjanya, diprioritaskan untuk ditingkatkan kepuasannya.