

Implementation of Water Customer Information System (SIPA) at PDAM Tirta Medal City

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Abstract

This research was conducted at the Regional Drinking Water Company (PDAM) Tirta Medal City, the purpose of this study was to determine Service Innovation at the Regional Drinking Water Company (PDAM) Tirta Medal City. This type of research is qualitative with a descriptive method. Data collection techniques by means of Interviews, Observations, and Documentation. While the research indicators are Relative advantage, Suitability, complexity, Possibility of being tried, and Ease of observation. Based on this study, it can be concluded that service innovation through the implementation of the Water Customer Information System (SIPA) Implementation at the Regional Drinking Water Company (PDAM) Tirta Medal City has been running optimally, it can be seen from its usefulness which is in accordance with the needs of PDAM employees. However, there is something that needs to be developed, namely the development of an application so that it can be used by PDAM Tirta Medal City customers.

Keywords : Innovation, Service, PDAM, Application

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1. Introduction

Basically, everyone wants service, even it can be seen that service cannot be separated from community life. Service is a service that prioritizes the needs of many people, facilitates the affairs of many people, accelerates the era of community implementation and provides pleasure to many people acting as administrators of community services, so the government must find social tasks that must be used in the form of releasing the interests and welfare of the people, and how valuable and strategic the position of the government as an apparatus for the progress and growth of the people.

In another part, the people who have the right to receive good service, including in the position when connected with the service obtained which is always found if the people have not been able to demand that the service they want is in accordance with or matches what can be produced.

The provision of public services carried out by government officials in various service sectors, especially the public sector concerning the fulfillment of civil rights and basic needs of the community, the service is still not as expected. The demand for satisfactory public services has caused these public services to receive attention from the public, both through the mass media and non-governmental organizations. This is what drives government agencies to always upgrade related to innovations carried out by government agencies, such as government agencies in the form of BUMD (Regional-Owned Enterprises) which have types of services included in the goods service group, namely services that produce various forms or types of goods.

Regional-Owned Enterprises (BUMD) are businesses owned by the Regional Government, the purpose of which is as one of the sources of regional revenue (PAD). According to Law No. 23 of 2014, BUMD is a business entity whose capital is mostly or entirely owned by the regional

government. Through BUMD, the regional government can maximize its role in regional economic development (Suwardi, 2020).

As stated in Law No. 5 of 1962 concerning Regional Companies, BUMD can be in the form of PT (Limited Liability Company), some examples of BUMD companies are such as the Regional Drinking Water Company (PDAM), Regional Development Bank (BPD), Regional City Transportation Company, Regional Slaughterhouse Company, Transjakarta, and many other regional companies.

One of the Regional Owned Enterprises (BUMD) is the Regional Drinking Water Company (PDAM), the Regional Drinking Water Company (PDAM) is a regional company that provides clean water that is supervised and monitored by the executive and legislative branches. The Regional Drinking Water Company (PDAM) as a regional company is given the responsibility to develop and manage a clean water supply system and serve all consumer groups at affordable prices.

The Regional Drinking Water Company (PDAM) in Pekanbaru City is called the Regional Drinking Water Company (PDAM) Tirta Medal City, PDAM Tirta Medal City has been established since 1976, where the company has full responsibility to manage, operate, maintain, add, and improve clean water services in its operational areas and has grown rapidly in order to increase clean water production capacity.

The Regional Drinking Water Company (PDAM) Tirta Medal City as one of the public companies that provides drinking water services to the community in the form of clean water distribution to improve public welfare and health. The Regional Drinking Water Company (PDAM) Tirta Medal City is a regional company under the auspices of the Mayor of Pekanbaru. This company was established based on Regional Regulation (Perda) TK.1 of Riau Province No. 7 of 1976.

As a company providing goods or services in the form of water needs, PDAM Tirta Medal Kota has an obligation to provide the best service to consumers/customers in accordance with the production standards required by consumers and is more oriented towards quality service quality, able to provide high quality water that meets health requirements, continuity, and innovation. So that PDAM Tirta Medal Kota Bandung can maintain itself in the future, become an independent service provider company, and have a performance that can be trusted and be proud of by the community, especially Pekanbaru City.

Currently, PDAM Tirta Medal Kota covers 10 out of 15 sub-districts in Pekanbaru City, including Pekanbaru City, Sail Sub-district, Lima Puluh Sub-district, Tenayan Raya Sub-district, Bukit Raya Sub-district, Marpoyan Damai Sub-district, Senapelan Sub-district, Payung Sekaki Sub-district, Sukajadi Sub-district and Rumbai Pesisir Sub-district. Given the rapid development and growth of Pekanbaru City, the need for clean water supply is increasing. Therefore, the clean water management process requires a level of professionalism and efficient management in order to provide the best service to customers. Several problems related to clean water services at the Tirta Medal Kota Regional Drinking Water Company (PDAM), including yellow water, occasional traffic jams, slow service response, 4 bills that have skyrocketed without knowing the cause, and water prices that have increased without any socialization of the cause of the increase in water prices to PDAM customers. This shows that the role of public services through timely, professionalism and participation is not yet optimal as seen in the problem.

From the data on the number of PDAM Tirta Medal Kota customers, PDAM Tirta Medal Kota has around 13,000 active customers who must be served by the PDAM Pekanbaru network. Therefore, a change or innovation in services is needed by PDAM Tirta Medal Kota which is intended to improve the performance of PDAM Tirta Siak employees in providing services or providing information related to their services. PDAM Tirta Siak has begun to improve its services, by improving its technical system by innovating the use of the IT system. PDAM Tirta Medal Kota is collaborating with the IT company Batam Bees Corp, namely by launching the Clean Water Management Company Application (APPA). The Clean Water Management Company Application (APPA) launched by PDAM Tirta Medal Kota Bandung is expected to improve the quality of service and efficiency of the company in responding to customer complaints and improving company performance. The Clean Water Management Company Application (APPA) was developed to

simplify the process of providing various services to customers, such as handling bill payments, meter services, inventory management, handling leaks, managing work orders (WO), and utilizing dashboards.

Various efforts have been made by PDAM Tirta Meda Kota, but the services provided are still not optimal. Therefore, as an effort to improve its services, PDAM provides the latest innovations in services based on the number of customers to be served and to optimize the quality of PDAM Tirta Meda Kota services through the implementation of the Application.

2. Method

This study uses a descriptive research method with a qualitative approach. Therefore, this study attempts to explain how service through application innovation is carried out by PDAM Tirta Meda Kota Bandung. Data was collected by visiting the Regional Drinking Water Company (PDAM) Tirta Meda Kota to obtain various kinds of information and descriptions of service innovations carried out by PDAM Tirta Meda Kota. The analysis process was carried out through the process of data reduction, data presentation and drawing conclusions.

3. Results and Discussion

Public Service Innovation is a search for something new in a form, the discovery of something new that has a difference or improves something that already exists. An innovation was created by the Pekanbaru City Regional Drinking Water Company (PDAM), namely the Implementation of the Water Customer Information System (SIPA) to assist employees in providing services amidst the many PDAM customers who must be served by employees, and to facilitate all service activities in a timely manner. Through the Implementation of the Water Customer Information System (SIPA), employees or officers can report all activities into the APPA system without having to worry about losing data, and to support employee performance. The application of the application in this study adjusts the implementation indicators according to the attributes or principles of service innovation according to Yogi Suwarno (2008) regarding Innovation in the Public Sector.

1. Relative Advantage

Relative advantage, an innovation must have advantages and added value compared to previous innovations. There is always a new value inherent in innovation which is a characteristic that distinguishes it from others (Reski, 2023). There are benefits and satisfactions 44 in the innovation of a public service innovation, one of which is through "APPA" (Clean Water Management Company Application)". Application-based innovation that certainly makes it easier for employees to provide services to customers by collecting all their service activities into one system. 1. Benefits of using the Implementation of the Water Customer Information System (SIPA) in providing services The benefits of the Implementation of the Water Customer Information System (SIPA) are that it can facilitate all PDAM employee work, where all work is recorded into one system that makes data security more guaranteed in customer service whose numbers are increasing every year.

With the use of the Implementation of the Water Customer Information System (SIPA), employees find it easier to provide services to customers, where with the APPA application, officers only need to enter the customer ID number, then all the desired services can be checked directly with the APPA system, where in the complaint service there are many types such as:

- a. Customer mutation
- b. Unsubscribe
- c. Request for compliment tank d
- d. Bill installments
- e. Clogged pipes
- f. Broken valve

- g. Indication
- h. Difference in customer data
- i. Complaints about high bills
- j. Water off
- k. Complaints about low pressure.

All types of complaints are in the APPA system, just select it by the PDAM officer, all the obstacles or complaints from customers can be checked directly, one of which is a complaint about high bills, where if a customer complains, the reason for the increase in the bill can be checked directly and adjusted to the previous bill.

The use of APPA has the benefit of being able to support services and work in serving customers to be faster, so that it can improve employee performance, then the service provided to customers is also better with the Implementation of the Water Customer Information System (SIPA) system.

The advantage of using the Implementation of the Water Customer Information System (SIPA) at PDAM Tirta Meda Kota is that the scope of service is wider, in general the APPA work system will record all service activities in an IT system. In its implementation, services using the Implementation of the Water Customer Information System (SIPA) make its services faster because all activities carried out will be monitored directly and easy to control and evaluate. Thus, the management can monitor so that officers can more easily respond to reports from customers and no officers do their work on time.

The services provided using the Implementation of the Water Customer Information System (SIPA) all services have a ticket system such as customer complaints, with the ticket system customers will not be able to complain about the complaint handling process because all these processes are carried out sequentially with tickets that come in first which will be processed first, and depending on the number of queues the more complaints the longer the handling process will be. From the results of observations and interviews the author analyzes that the Relative Advantages of using the Implementation of the Water Customer Information System (SIPA) in providing its services are in terms of service benefits using the APPA system can make it easier for PDAM employees to provide services to customers whose numbers are increasing and all obstacles or complaints from customers can be directly checked into the APPA system, 49 benefits of the APPA system in service can improve employee performance by speeding up service so that the service becomes better, and the advantages of using the Implementation of the Water Customer Information System (SIPA) are that all service activities will be recorded into one system that is directly monitored so that it is easy to control and evaluate and the service has also used a ticket system.

2. Compatibility

Innovation can facilitate the adaptation process and learning process towards the innovation more quickly, innovation that is consistent with existing values with the previous ones, and the needs of service recipients (Elawati, 2022). Innovation using this application system is implemented because it adapts to the number of complaints received and the increasing number of PDAM customers. The Clean Water Management Company (APPA) application is used by all employees/officers of the Tirta Meda City Regional Drinking Water Company (PDAM).

The use of the Implementation of the Water Customer Information System (SIPA) is not complicated in its use, such as the features in the APPA system that make officers faster, such as in responding to customer complaints without having to check and record all these activities manually.

One of the services using the APPA system is in the cashier section, where employees can make bill payment transactions. The service process can be done in the following ways:

- a. The customer provides the customer ID
- b. The cashier checks the amount of the APPA system payment

- c. The customer pays according to the amount that has been checked through the application
- d. Print the payment receipt.

From the results of observations and interviews, the author analyzed that the suitability of the APPA application is in accordance with employee needs and the features in it make it easier for officers to respond to customer complaints because it is not complicated to use.

3. Complexity

Complexity is a level at which an innovation is considered difficult to use and understand. With its new nature, innovation has a level of complexity that may be higher than previous innovations (Haryani, 2022). However, because an innovation offers a newer and better way, this level of complexity is generally not a significant problem. Services carried out using the APPA system have challenges such as server disruptions or the large number of customer complaints received which make the service late.

The complexity of the APPA application experienced by officers is the presence of server disruptions, when the lights go out which causes the network to be lost. However, this obstacle is not a problem in service because the system that is in error due to the server disruption will function again. From the results of the observations and interviews above, the author can analyze that the complexity of this APPA application when there is a server disruption, especially when the lights go out which causes the network to be lost, then the service using this APPA application makes the service slower because you have to take a ticket first even though the ticket can be taken online, and all activities carried out online must be reported back to the APPA system by the officer.

4. Ease of Trial

Innovation can only be accepted if it has been tested and proven to have advantages or added value compared to the old innovation. An innovation must be able to demonstrate its superiority in order to be implemented (Danar, 2019).

The Regional Drinking Water Company (PDAM) Tirta Meda Kota tried the innovation whether it was also implemented or not, and the results could be said to be successful even though customers/the public could not install the application. Before launching to customers, the Regional Drinking Water Company (PDAM) Tirta Meda Kota had conducted a soft launch within the company on May 11, 2022, which aimed to simulate and refine before launching to customers, in order to facilitate interaction with the Clean Water Management Company Application (APPA). APPA aims to facilitate all employee work in providing services to customers where all activities are recorded in one IT system, everything that is done starting from the queue system, complaints, and new connections, who does it or the officer will be recorded so that it is easy to check the history of all these service activities so that there are no more complaint services that are delayed in handling. From the results of the observations and interviews above, the author can analyze that the service using the APPA application has been tested and can be accepted by PDAM Tirta Meda Kota employees, where the use of the APPA application can facilitate the work of employees who all service activities carried out are recorded in the system that can be checked again and there are no more delayed services.

5. Ease of Observation

An innovation must also be observable, in terms of how it works and produces something better, the innovation made must produce something better (Setiawan, 2019). From the implementation of this innovation, it can be seen from time to time that the service provided to customers is getting better with the Implementation of the Water Customer Information System (SIPA) system. But there are still shortcomings that need to be developed by the company.

The Implementation of the Water Customer Information System (SIPA) is easy to understand and implement for officers/employees of PDAM Tirta Meda Kota. The use of the

Implementation of the Water Customer Information System (SIPA) is only application-based which is only used by PDAM Tirta Meda Kota employees.

The use of the Implementation of the Water Customer Information System (SIPA) system can improve the quality of service and professionalism, PDAM customers also do not need to go to PDAM Tirta Meda Kota to make complaints, all complaints can be made online which will then be reported to the APPA system and monitored directly.

APPA is used to support officers in resolving customer complaints, and to facilitate workers in completing important tasks in the field that are customer complaints, which can provide better service, even though the Clean Water Management Company Application (APPA) cannot be installed on customer smartphones.

From the results of the observations and interviews above, the author can analyze that it can be seen that services using APPA produce better services that do not complicate users, and can support employee performance in resolving customer complaints, and even though ticket retrieval can be done online, there are still many customers who come directly to PDAM Tirta Meda Kota.

4. Conclusion

Based on data collection such as interviews with informants and direct observation in the field and documentation, researchers found that the service innovation of the Regional Drinking Water Company (PDAM) Tirta Meda Kota through the use of the Implementation of the Water Customer Information System (SIPA) has been running optimally even though there are several obstacles due to several factors, including:

There are server disruptions such as system errors caused by the computers used by employees being old or old versions, lack of human resources handling the field section that does not match the number of incoming tickets, so that field officers are overwhelmed in handling customer complaints which slows down the process of handling customer complaints, the APPA system that still cannot be installed or accessed by PDAM customers, services using the Implementation of the Water Customer Information System (SIPA) at PDAM Tirta Meda Kota can be said to be good and its services, because before the application, PDAM still carried out all its services manually.

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