



RESPONSIBILITY OF PUBLIC SERVICE IN HANDLING CUSTOMER COMPLAINTS OF THE MUARA TIRTA REGIONAL PUBLIC DRINKING WATER COMPANY IN GORONTALO CITY

Kemal Fidriansyah ¹, Irawaty Igrisa ², Fenty Prihatini Dance Tui ³

Public Administration, Gorontalo State University, Indonesia

kemalfidriansyah052@gmail.com

Abstract (English)

This study aims to evaluate the responsiveness of public services in handling customer complaints at the Muara Tirta Regional Drinking Water Company (Perumdam) in Gorontalo City. The sub-focus of this study is 1). Ability to respond to customers. 2) Speed of service. 3) Accuracy of service. 4) Accuracy of service. 5) Timeliness of service. 6) Ability to respond to customer complaints. The method used is a qualitative approach, primary data obtained through in-depth interviews conducted with various informants including the Director, Customer Relations Manager, Assistant Manager of Subscription Services & Marketing and Assistant Manager of Distribution Transmission and Disturbances, customers, secondary data from journal books. Data analysis was carried out through the stages of classification, reduction, description and drawing conclusions. The results of the study indicate that 1) Perumdam Muara Tirta's ability to respond to customer complaints is not yet consistent. Because even though communication channels and efforts by officers are available, there are still delays in handling. 2) The speed of service at Perumdam Muara Tirta is still inconsistent, where simple complaints can be handled quickly but complex cases often exceed the target, so it is necessary to improve coordination and optimize SOPs so that services are more consistent with customer expectations. 3) the accuracy of service at Perumdam Muara Tirta still varies, because there are customers who get solutions according to complaints, but some others still experience recurring problems. 4) the accuracy of service at Perumdam Muara Tirta has received attention through the implementation of SOPs and field verification, but its implementation in the field still needs to be strengthened so that each customer complaint can be handled more carefully, precisely and completely. 5) the timeliness of complaint services at Perumdam Muara Tirta, Gorontalo City, in general has been attempted through picket schedules, standby teams and the implementation of SOPs, but in the field some customers have not fully experienced the service according to the promised time. 6) The ability to respond to customer complaints at Perumdam Muara Tirta has been demonstrated through rapid response efforts and information transparency, however, technical limitations and field constraints mean that the benefits of these services have not been fully felt equally by all customers. Perumdam Muara Tirta must strengthen the consistency of SOP implementation, improve coordination between departments, strengthen the capacity and accuracy of officers in handling complaints, and increase transparency and accountability of information to customers.

Article History

Submitted: 17 Oktober 2025

Accepted: 20 Oktober 2025

Published: 21 Oktober 2025

Key Words

Responsiveness, Public Service, Customer Complaints

INTRODUCTION

Law Number 25 of 2009 concerning Public Services defines Public Services as an activity or series of activities aimed at meeting the service needs of every citizen and resident. Public



Services are a manifestation of the responsiveness of government officials in the performance of state administration. (Kartini et al., 2020). Public services can be interpreted as providing services to the needs of people or the community who have an interest in the organization in accordance with the established rules (Kurniawan in Riski Ramadani 2022).

Responsiveness is crucial in the clean water service sector because water is a basic need that directly impacts public health and well-being (Nugroho & Lestari 2021). Measuring public service responsiveness defines responsiveness as the willingness to help customers and provide services wholeheartedly, as well as the willingness to assist consumers and be responsible for the quality of service provided. The indicators used are the ability to respond to the public, speed of service, accuracy of service, accuracy of service, timeliness of service, and the ability to respond to complaints (Zeithaml in Rismawati 2015).

The Muara Tirta Regional Drinking Water Company (Perumdam) is a service company and a Regionally-Owned Enterprise (BUMD). Perumdam Muara Tirta's existence is essential to support the availability of clean water for the community. In the context of regional public services, the role of Regionally-Owned Enterprises (BUMD), such as the Muara Tirta Regional Drinking Water Company (Perumdam), is strategic in distributing clean water fairly and equitably (Sari & Yuliana, 2019). However, the quality of these services is often questioned when customer complaints persist, such as distribution disruptions, inflated bills, and lack of speed in handling complaints (Rahayu et al., 2023).

THEORITICAL REVIEW

A. Public Administration

The term "public administration" is a translation of the English word "public administration," which is often referred to as state administration or government administration. Public administration can be defined as the administration of a government/state carried out by government officials for the public interest. This understanding is essentially the soul of the study of state administration, where from the beginning, its development has been aimed at serving the public interest (society) in general (Igirisa, 2022).

According to Keban, the term Public Administration shows how the government acts as a single agent in power or as a regulator, which is active and always takes the initiative in regulating or taking steps and initiatives, which they think are important or good for the community because it is assumed that the community is a passive party, less capable and must submit and accept whatever the government regulates. (Keban 2008).

Keban Simplifies the very broad scope of Public Administration in 6 (six) strategic dimensions of public administration, where each of these dimensions is very decisive in achieving goals (Keban 2008). even if one element does not function well it will disrupt other elements. The six dimensions of public administration are: Policy Dimension, Organizational Structure Dimension, Management Dimension, Ethics Dimension, Environmental Dimension, Performance Accountability Dimension,

B. Management Dimensions

Management is literally the process of planning, organizing, leading, and controlling the efforts of other organizational members to achieve predetermined organizational goals. (Stoner and Wankel in Andie T. Purwanto 2023)



C. Public service

According to Law No. 25 of 2009, public service is an activity carried out by state officials to meet the needs of the community. Mahmudi (2007) states that public service is carried out by government agencies to meet public needs. Zauhar (2001) describes it as an effort to provide goods/services needed by the community.

Law No. 25 of 2009, Article 4, contains 12 principles of public service, such as legal certainty, professionalism, openness, accountability, and others. Sinambela (2011) also added the principles of transparency, participation, and equal rights.

Service standards include procedures, time, costs, employee competency, and complaint handling. Perumdam Muara Tirta implements SERVQUAL: tangibles, reliability, responsiveness, assurance, and empathy (Zeithaml et al., 1990).

D. Public Service Responsiveness

Responsiveness refers to the alignment between service programs and activities and community needs. Responsiveness is included as a performance indicator because it directly reflects a public organization's ability to carry out its mission and objectives, particularly in meeting community needs. Low responsiveness is indicated by a misalignment between services and community needs (Tangkilisan, 2005).

Zeithaml in Rismawati (2015) identified indicators such as: Responding to every customer/applicant who wants to get service, this indicator includes how service providers provide good attitudes and communication towards the community.

- 1) Officers/apparatus responded quickly
- 2) Officers/apparatus provide services quickly,
- 3) Officers/apparatus provide services appropriately,
- 4) Officers/apparatus carry out services carefully,
- 5) Officers/apparatus provide services at the right time,
- 6) All customer complaints are responded to by officers,

Responsiveness of public services is very necessary because it is proof

RESEARCH METHODS

This study uses a qualitative approach with a phenomenological method to understand the meaning and subjective experiences of informants regarding public services at Perumdam Muara Tirta, Gorontalo City. Primary data were obtained through interviews and observations of staff and customers, while secondary data came from documentation and related literature. Data collection techniques included non-participatory observation, structured interviews, and literature review. Data analysis was conducted descriptively qualitatively through classification, reduction, description, and drawing conclusions.

RESULTS AND DISCUSSION

A. Results

This study aims to evaluate the quality of service in handling customer complaints at Perumdam Muara Tirta, Gorontalo City. The evaluation is conducted based on the responsiveness dimension according to Zeithaml (in Rismawati 2015), which includes 1) Ability to respond to customers, 2) Speed of service, 3) Accuracy of service, 4) Accuracy of service, 5) Timeliness of service, and 6) Ability to respond to customer complaints.



1. The ability of the Muara Tirta Regional Drinking Water Company, Gorontalo City in responding to customers

The ability of the Muara Tirta Regional Water Company (Perumdam) in Gorontalo City to respond to customers is a crucial dimension in public service delivery, particularly in the clean water supply sector. This is reflected in the explanation of the Director of Muara Tirta, who emphasized that responsiveness is a key indicator in service. This ability is demonstrated through two aspects: communication skills such as the availability of call center services, social media, and direct service in the office; and analytical and problem-solving skills, where officers are able to quickly identify the root of the problem and determine the appropriate handling steps. This view emphasizes the importance of responsiveness to customers, especially during service disruptions or emergencies. However, on the other hand, customers' views differ, stating that the Muara Tirta Regional Water Company's response is still far from expectations. They said they have often reported water outages but received a slow response, sometimes even no response. Then, action is taken several days later. In fact, there is the impression that Muara Tirta Regional Water Company makes many promises but is slow to deliver. This situation clearly disappoints customers, especially when water disruptions occur suddenly and are of an emergency nature.

Based on the researcher's observations, Perumdam Muara Tirta's ability to respond to customers can be said to be inconsistent. On the one hand, Perumdam Muara Tirta's internal management has provided various communication channels, and officers also appear to strive to provide good responses through communication with customers, especially when technical disruptions occur. However, in practice, the researcher found delays in responding to customer complaints. This was evident when there were water distribution disruptions in several areas, where even though reports had been received, remedial action was only taken after a considerable period of time. This situation left some customers disappointed because the need for clean water is an urgent matter that cannot be postponed. Furthermore, the researcher's observations also showed that officer responsiveness is highly dependent on the severity of the disruption. In emergency cases, the response should be faster, but in reality, in the field, there is often a significant time lag between customer reports and the actions taken. This creates a gap between customer expectations and the reality of Perumdam Muara Tirta's service.

2. Speed of Service of the Muara Tirta Regional Drinking Water Company, Gorontalo City in handling customer complaints

Service speed is one dimension in measuring public service responsiveness because it reflects an agency's ability to respond to and resolve public complaints in a timely manner. Internal stakeholders recognize the importance of this indicator and have SOPs as a reference, yet customers still experience inconsistencies in the speed of complaint handling.

Based on observations, researchers indicate that service speed at Perumdam Muara Tirta remains situational. Some complaints are handled quickly according to SOPs, especially minor ones. However, for more complex cases or those requiring cross-department coordination, handling times often exceed targets. However, customers still experience inconsistencies in the speed of complaint handling. This indicates the need for improved coordination and optimization of SOP implementation in the field to ensure consistent service speed and meet customer expectations.



3. Accuracy of service Muara Tirta Regional Drinking Water Company, Gorontalo City in handling customer complaints

Service accuracy is an important aspect in measuring the responsiveness of public services at Perumdam Muara Tirta, Gorontalo City. This accuracy is not only interpreted as the presence of officers in handling complaints, but also the extent to which the solutions provided are in accordance with customer problems. From an internal perspective, emphasizing that accuracy is key in building public trust. Officers are expected to be able to correctly diagnose problems and provide appropriate solutions, so that customers feel their needs are being addressed appropriately. The presence of SOPs is also recognized as helping officers in carrying out services, because it serves as a clear guideline so that actions taken are not arbitrary, but rather follow applicable rules and standards.

However, researchers' observations in the field indicate that there are still differences in customer experiences. Some customers reported improved service because officers were able to provide solutions to their complaints, such as immediately fixing pipe leaks or clearly explaining billing issues. However, others still felt that service was not entirely appropriate. Complaints were sometimes only addressed temporarily, resulting in recurring problems. This suggests that the implementation of SOPs and the ability of officers to provide appropriate solutions still need to be improved for more consistent service.

4. Accuracy of service Muara Tirta Regional Drinking Water Company, Gorontalo City, in response to customer complaints

Service accuracy is one aspect in assessing the responsiveness of Perumdam Muara Tirta Kota Gorontalo in handling customer complaints. The management emphasized that accuracy and caution of officers are very necessary to ensure that complaints are handled correctly. From the customer's perspective, the interview results showed a variety of views. Some customers considered that officers had demonstrated accuracy by carefully checking conditions before taking action, and following procedures in resolving complaints. However, some other customers still considered that the accuracy of service was not optimal, because there were cases where officers seemed rushed, only doing a quick check, and the same problem recurred.

The researchers' observations indicate that Perumdam Muara Tirta has prioritized service accuracy. The implementation of standard operating procedures (SOPs) and field verification procedures demonstrate the company's commitment to increased vigilance in service delivery. However, consistency in implementation in the field still needs to be strengthened to ensure that every customer complaint is handled carefully, accurately, and thoroughly.

5. Timeliness of service in handling customer complaints by the Muara Tirta Regional Drinking Water Company in Gorontalo City

While in practice, the timeliness of complaint service at Perumdam Muara Tirta Kota Gorontalo has been attempted to meet standards, there are still differences in experience between internal parties and customers. From the management perspective, both the Director and the assistant manager stated that officers have been assigned a duty schedule, work prioritization, and field coordination aimed at ensuring customer complaints can be resolved within the promised time. Furthermore, the presence of a standby team and a complaint recording system are also seen as efforts to minimize delays.



Researchers' observations of customer testimonies revealed differing perspectives. Some customers reported positive experiences, with their complaints handled promptly, and some even expressed satisfaction with prompt service according to established procedures. However, others reported negative experiences, with complaints not being resolved within the promised timeline, sometimes even exceeding the SOP deadline. This demonstrates that while Perumdam has systematically attempted to implement SOPs effectively, implementation in the field has not been entirely consistent. Differences in field conditions, technical factors, and interdepartmental coordination are among the causes of discrepancies in promised service times.

6. The ability of the Muara Tirta Regional Drinking Water Company to respond to customer complaints

Researchers found that Perumdam Muara Tirta has essentially strived to implement the principles of responsive public service. This is evident in the agency's commitment to promptly, accurately, and responsibly following up on customer reports. Every complaint received is recorded and then forwarded to the appropriate technical department, allowing for a more focused handling process. However, customer interviews revealed varying experiences. Some customers reported that the service they received was prompt, staff were responsive, and information about disruptions was communicated openly, both through social media and directly at the service office. They felt their problems were resolved promptly. On the other hand, some customers felt differently. They considered the service to be less than fully responsive. Some complaints took a long time to be addressed, and some even felt the handling was incomplete, as the same problems could recur. Furthermore, information regarding the causes of disruptions was not always conveyed clearly, creating a lack of transparency.

Based on the researchers' observations, this situation indicates that the implementation of the responsiveness principle at Perumdam Muara Tirta is ongoing, but remains inconsistent. While rapid response efforts have been made, technical limitations and field challenges mean that the results have not been felt equally by all customers. Accountability and transparency have been attempted through official announcements, but improvements are needed to ensure information reaches all customers without exception.

B. DISCUSSION

1. Ability to Respond to Society

Customer response time is a key factor in building satisfaction, loyalty, and a positive company image. In today's digital age, customers expect a fast and responsive response from companies, especially on online platforms like social media, email, or chat.

According to Hardiyansyah (2011), responsiveness is the ability of a public organization to recognize community needs, set service agendas and priorities, and develop service programs according to community needs and aspirations. In this study, Perumdam Muara Tirta, Gorontalo City, has actually attempted to provide responses through various communication channels, but still found customer complaints indicating that these normative standards have not been fully implemented. This is in line with the opinion of Zeithaml, Parasuraman, and Berry (1990) who stated that responsiveness is the willingness of service providers to help customers and provide services quickly. This study shows that this aspect needs to be strengthened. Therefore, the researcher believes that efforts that Perumdam Muara Tirta, Gorontalo City can take include strengthening the integrated service system



with clear response time standards, implementing special SOPs for handling complaints, and conducting regular monitoring and evaluation of each customer report, accompanied by feedback to the reporter. Furthermore, Perumdam must improve the technical and communication competencies of officers, so that in addition to quickly resolving problems, officers are also able to provide clear and empathetic explanations to customers. Speed of Service Fast service is intended to include the alertness and sincerity of officers in answering questions or requests from the public. (Riski Ramadani 2022) The speed of Perumdam Muara Tirta officers relates to the alertness and speed of service time officers in responding to customer complaints and grievances, from submission to handling of complaints and grievances. Therefore, officers must work according to the service time standards set by the Company to provide faster service. (Muhammad Fauzi 2014).

According to Zeithaml, in Rismawati (2015) explains in detail that responsiveness is included in one of the dimensions of public service quality, one of which is fast service, which is intended to include the alertness and sincerity of officers in answering questions or requests from the public. Therefore, Perumdam Muara Tirta Kota Gorontalo must be able to provide fast service, which is intended to include minimizing the causes of service delays and improving facilities and infrastructure that support speed of service.

2. Accuracy of service

This dimension has the ability to respond and resolve customer complaints quickly and in accordance with community expectations. The speed of service at Perumdam Muara Tirta, Gorontalo City, already has standards set out in the SOP, but its implementation is not yet fully consistent. From the internal side, the management emphasized that each work unit has a role to expedite the handling of customer complaints, starting from receiving reports, to technical follow-up. This indicates a series of coordination between sections that is the key to achieving fast service. However, from the customer's perspective, there is still a gap between the SOP and practice in the field. This is in line with the opinion of Hardiyansyah (2011) who stated that the responsiveness of public services is measured by the ability of service providers to respond to community needs quickly, precisely, and accurately. Thus, the slow handling of customer complaints indicates the still low level of responsiveness of Perumdam Muara Tirta. This of course can cause dissatisfaction among the community as service recipients as stated by (Tui, 2019) who stated that as service subjects, they no longer like complicated, long, and risky services due to long bureaucratic chains. People want fresh service, while also being able to understand their needs and desires and fulfill them in a relatively short time.

Based on these findings, efforts are needed to improve coordination between departments so that the complaint handling process becomes shorter and there are no delays from reports to follow-up in the field, then optimize the use of information technology, for example through digital-based complaint applications that can monitor report status in real-time, so that customers know the extent to which their complaints are handled. strengthen human resource capacity with technical and managerial training, so that officers are able to work quickly and effectively, increase the number and readiness of technical equipment to reduce delays due to technical factors in the field and strengthen the performance evaluation and accountability system, so that every complaint that is handled late can be identified for its cause and given an immediate solution.



3. Accuracy of Service

Proper service means avoiding errors in both work and communication. This means that the service provided by officers must be in accordance with the public's wishes. (Riski Ramadani 2022).

The accuracy of service at Perumdam Muara Tirta in Gorontalo City still faces challenges. There are cases where officers respond quickly, but the actions taken do not match the source of the problem, resulting in customers having to file complaints repeatedly. Situations like this demonstrate that speed is not always synonymous with accuracy, as the most important thing is the ability to resolve problems thoroughly. Accuracy of service is crucial, as fast but inaccurate service is tantamount to not resolving the problem. This aligns with Dwiyanto's (2006) opinion, which states that the responsiveness of public service is determined by the ability of officials to understand community needs and provide appropriate solutions. In this context, the role of SOPs is very strategic because they function as service standards that ensure consistency and reduce errors (Hardiyansyah, 2011). However, field results indicate that SOPs have not been fully implemented, resulting in customer complaints still being handled temporarily and repeatedly.

Based on these findings, Perumdam Muara Tirta needs to consistently implement SOPs to ensure that complaints are handled thoroughly and not merely temporarily. Staff capabilities also need to be improved through technical and service training, so they can provide prompt and appropriate solutions to customers. Regular monitoring and evaluation are crucial to ensure effective follow-up, while more open communication with customers can provide reassurance and a sense of appreciation. Furthermore, preventative measures through regular network checks and maintenance need to be strengthened to prevent similar complaints from recurring. These efforts will not only improve service consistency but also strengthen customer confidence in Perumdam Muara Tirta's overall performance.

4. Accuracy of Service

Accuracy in service delivery is essential to prevent errors that could harm the public. Accurate service means that officers remain focused and diligent in delivering services and meeting the public's needs.

The Muara Tirta Water Company (Perumdam) in Gorontalo City demonstrates its efforts to improve the accuracy of its service in handling customer complaints by implementing clear operational procedures, recording complete complaint data, and coordinating between departments. Service officers strive to be thorough and careful in analyzing each complaint, especially in technical cases such as pipe leaks, water quality, and billing issues, where accuracy is crucial to avoid mishandling. However, customers expect a more consistent service in requesting detailed information from the outset and confirming follow-up actions. To this end, the Muara Tirta Water Company in Gorontalo City continues to conduct routine training, periodic evaluations, and improve internal communication to ensure faster, more accurate, and more satisfactory complaint handling.

The analysis results show that service accuracy still needs to be improved, because although some customers have experienced thorough service, there are still cases where officers appear to be rushed so that problems are not handled in depth and ultimately recur. Therefore, accuracy must be a primary concern so that the process of examining, following up, and resolving complaints can be carried out in more detail, carefully, and consistently so that customer satisfaction can be guaranteed continuously.



5. Timeliness of service

The meaning of timely service is that officers in serving the public are expected to complete their services within the specified timeframe. Timely service is defined by Hardiansyah (2011) as the implementation of public services that can be completed within the specified timeframe (Hardiyansyah, 2011). All customer complaints are responded to by officers.

Timeliness of service is an important indicator in handling customer complaints at Perumdam Muara Tirta, Gorontalo City. This requires officers to be able to organize their work schedules, prioritize handling, and ensure that the entire resolution process is in accordance with the time promised to customers. This study specifically examines the strategies and technical efforts undertaken by Perumdam to minimize delays in resolving complaints, including resource management, coordination systems, and the implementation of operational procedures. In addition, this study assesses the extent to which customer complaint resolution complies with the Standard Operating Procedures (SOPs) regarding established service times. For customers, delays in resolving complaints are often a source of dissatisfaction with the services provided by Perumdam Muara Tirta, Gorontalo City.

According to the researcher, Perumdam Muara Tirta needs to streamline the duty schedule and prioritize the work of officers, implement a real-time monitoring system, strengthen field coordination, and strictly monitor the implementation of SOPs so that every complaint is handled according to the agreed time and customer satisfaction can be maintained.

6. Ability to respond to customer complaints

As a public water service provider, Perumdam Muara Tirta Kota Gorontalo is required to have the ability to understand each complaint received, both administratively and technically. The identification process is a crucial initial step to ensure that the response truly addresses the root cause of the problem, not just addressing superficial symptoms. However, the speed of response in the field and the thoroughness of handling still need improvement to ensure a sustainable community. Customer problem identification has been systematic, but it does not yet guarantee comprehensive handling.

According to researchers, Perumdam Muara Tirta in Gorontalo City aims to improve response speed and completeness in complaint handling by ensuring that every report is followed up thoroughly, both administratively and technically. Customer problem identification needs to be carried out more systematically and accompanied by thorough follow-up to prevent recurrence of complaints. Furthermore, transparency and accountability must be strengthened by providing clear and open information to customers regarding the complaint handling process. Improving the capacity of officers to identify and resolve problems appropriately is also crucial for more effective, faster, and customer-oriented service.

CLOSING

Based on the results of the research that has been conducted, it can be concluded that the responsiveness of Perumdam Muara Tirta public services in Gorontalo City in handling customer complaints shows quite good performance, but still faces a number of obstacles that require improvement.



1. Ability to Respond to Customers

Perumdam Muara Tirta has a relatively good to excellent customer response capability, reflected in improved service quality, improved communication systems, and active complaint handling. However, weaknesses remain in environmental cost transparency and resource management accountability.

2. Speed of Service in Handling Complaints

Perumdam Muara Tirta Kota Gorontalo has demonstrated improved service speed in handling customer complaints through effective coordination between units, support from communication technologies such as WhatsApp, and the implementation of clear Standard Operating Procedures (SOPs). However, consistency in SOP implementation and dissemination to customers still needs to be strengthened, particularly to anticipate obstacles during major disruptions such as natural disasters. These proactive efforts demonstrate the Company's commitment to improving responsiveness and building customer trust.

3. Accuracy of Service in Handling Customer Complaints

Muara Tirta Regional Water Company (Perumdam) in Gorontalo City has implemented accurate service in handling customer complaints through the implementation of clear Standard Operating Procedures (SOPs), accurate field inspections, and detailed complaint recording. This accuracy ensures that solutions provided are aligned with customer concerns, minimizing errors and increasing satisfaction. Despite this success, consistent SOP implementation remains key to maintaining quality and uniformity of service.

4. Accuracy of Service in Responding to Customers

The Muara Tirta Regional Public Service Agency (Perumdam) in Gorontalo City has improved its service accuracy in handling customer complaints by implementing clear standard operating procedures (SOPs), detailed complaint recording, and multiple field inspections before taking action. These steps prevent mishandling and ensure targeted solutions. Routine training, periodic evaluations, and inter-unit coordination are supporting factors, although consistency in procedure implementation and confirmation of follow-up actions still need to be strengthened.

5. Timeliness of Service in Customer Complaints

Muara Tirta Regional Public Service (Perumdam) in Gorontalo City has demonstrated improved timeliness in handling customer complaints, with the majority of complaints resolved according to Standard Operating Procedures (SOP) within 1-3 business days. Efforts such as the use of an electronic recording and scheduling system, technical training, the assignment of standby officers, and regular evaluations play a significant role in minimizing delays. While external constraints such as extreme weather and material limitations persist, these measures demonstrate a commitment to maintaining speed and timeliness as key indicators of improving the quality of responsive public services.

6. Ability to Respond to Customer Complaints

The Muara Tirta Water Company (Perumdam) in Gorontalo City has implemented the principle of responsiveness through official complaint services, systematic recording, complaint verification, and follow-up by the technical team. This service demonstrates speed, accuracy, and accountability, although in cases of major



disruptions, handling varies and is not always complete. Internal accountability is in place, but information transparency with customers still needs to be improved to ensure more transparency and accuracy in handling complaints, building public trust.

BIBLIOGRAPHY

- Arnina. (2016). Implementation of SOPs in Public Services. *Journal of Administrative Science*.
- Aprilya, S. (2019). Responsiveness and Public Services at the Population and Civil Registration Office
Civil Registration of Gowa Regency. *Public Administration Science*.
- Anggiat P. Tambunan. (2016.), The Influence of Price and Service Quality on Customer Satisfaction (Case Study at PDAM Tirta Nciho Sidikalang), *Jurnal Ilmiah Methonomi*, Vol 2 No. 2
- Bungin, B. (2010). *Qualitative Research: Communication, Economics, Public Policy and Science Other Social*. Jakarta: Kencana.
- Dwiyanto, A. (2008). *Public Bureaucratic Reform in Indonesia*. Yogyakarta: UGM Press.
- Deddy Mulyadi (2015), *Public Policy and Public Service Studies*, Bandung: Alfabeta.
- Diana Puspita (2023), *Improving the Responsiveness of Administrative Services in the Office Muntang Tapus Village, Prabumulih City*, Thesis, Tamansiswa University, Palembang.
- Fandi Tjiptano and Anastasia Diana, (2003), *Total Quality Management*, Yogyakarta: Andi Offset
- Fitriany, AZ (2015), Responsiveness of Public Services in Handling Complaints Customers at the Surya Sembada Drinking Water Company (PDAM) in Surabaya City, *Public Journal*.
- Fenti Prihatini Tui, (2022) et al., Public Service Innovation Through E-Government at the Population and Civil Registry Service of Gorontalo City, *Journal of Human Resource Management*, Vol. IX, Number 2
- Foni Nurlita, (2019), Analysis of Customer Satisfaction with PDAM Tirta Service Quality "The Cremation of Kuala Tungkal", *Journal of Islamic Economics*, Vol 2, Issue 2
- Follett, MP in Handayani, S. (1994). *Introduction to Administrative Science*. Jakarta: CV Haji Masagung.
- Fan, Y., Miao, L., & Zhang, M. (2015). The effects of customer participation and service failure on customer satisfaction: A moderated mediation model. *Journal of Marketing*.
- Goh, K.Y., Heng, C.S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user- and marketer-generated content. *Information Systems Research*, 24(1).
- Herdini, F., & Widiyarta, A. (2020). Responsiveness of Public Services in Handling Customer Complaints at the Regional Drinking Water Company (PDAM) of Nganjuk Regency
- Handi Irawan, (2008), *Dissecting Customer Satisfaction Strategies*, First Edition, Jakarta: Pradnya Paramitha Gramedia Group,
- Handi Irawan, (2002), *10 Principles of Customer Satisfaction*, Jakarta: PT. Elexmedia Competindo.
- Harbani Pasolong, (2013), *Public Administration Research Methodology*, Bandung: Alfabeta
- Hardiyansyah (2011), *Quality of Public Services, Concepts, Dimensions, Indicators and Its implementation*, Yogyakarta: Gava Media
- Islami, MI (2006). *Principles of Public Administration*. Bandung: Bumi Aksara.



- Irfan B, (2020), Analysis of Public Service Standards at the Makassar City Investment and One-Stop Integrated Services Office, Thesis, Master of Public Administration, Hasanuddin University.
- Irawaty Igrisa, et al., (2022), The Influence of Public Service Quality on Public Satisfaction in Buluwatu Village, East Sumalata District, North Gorontalo Regency, Vol 3 No. 1
- Irana Zahrani, et al (2025), The Effect of Clean Water Service Quality on Customer Satisfaction at the Regional Drinking Water Company (PDAM) Water Management Installation (IPA) Telaga Silaba, South Amuntai District, North Hulu Sungai Regency, Public Service Journal, Vol 02, No 1.
- Ika Widianati, Dra. Meirinawati, (2016), Responsiveness of Public Services in Handling Public Customer Complaints in Handling Customer Complaints at the Regional Drinking Water Company (PDAM), Gresik Regency, Service Management Study, Vol 01, Number 01.
- Kartini, NM, Mahsyar, A., Ma, A., Negara, IA, Makassar, UM, Negara, IA, Makassar, UM, Negara, IA, & Makassar, UM (2020). Healthy Papa Public Service Innovation in SDN 81 Kalukubodo, Takalar Regency. 1.
- Keban, Y. T (2008), Six Strategic Dimensions of Public Administration: Concepts, Theories and Issue. Yogyakarta: Gava Media Publisher
- Mahmudi. (2007). Public Sector Performance Management. Yogyakarta: UPP STIM YKPN.
- Mahsyar, A. (2011). Public Service Problems in Indonesia from an Administrative Perspective Public.
- Muhammad Idrus, (2009), Social Science Research Methods Qualitative Approach and Quantitative
- Muhammad Fauzi (2014), Responsiveness of the Regional Drinking Water Company (PDAM) Tirta
- Equator of Regional Service Office II (West-City) in Handling Customer Complaints in Sungai Jawi Dalam Subdistrict in Pontianak City*, Journal of Public Administration, Vol 3, Number 4, December
- Muta'ali, I. R & Satlit (2020), *Quality of Clean Water Supply Services in Companies General Drinking Water Supply (Perumdam) Tangerang City Regency*, Journal of Public Policy and Administration
- M. Fadhil Setiawan (2024), *Responsiveness of Regional Public Drinking Water Company Services (PDAM) in Providing Clean Water for the Community of Nanggalo City District Padang*, Journal of Social and Humanities, Vol 4 No 3, December.
- Mikael Hang Suryanto, (2017), Distribution Channel Research and Analysis Methods, Jakarta: PT. Grasindo
- Neng Sandra Ayu Wulandary, (2019), Strategy for Improving the Quality of Water Supply Services *Cleaned by the Regional Drinking Water Company (PDAM) Tirta Galuh, Ciamis Regency*, Scientific Journal of Public Administration, Vol 6 No. 3, Faculty of Social and Political Sciences, Galuh University, September
- Nelvianti et al., (2024), Quality of Public Services in Increasing Customer Satisfaction *Clean Water at the Tirta Takawa Regional Public Drinking Water Company (Perumdam) Office Buton Regency*, Scientific Journal of Government Science, Vol 10, No 3, August
- Moleong, LJ (2017). Qualitative Research Methodology. Bandung: Remaja Rosdakarya.
- Patton, M. Q. (2002). Qualitative Research & Evaluation Methods. Thousand Oaks: Sages Publications.



- Puspita, D. (2023). Responsiveness of Public Services. *Journal of Public Administration*
- Peggyta Sintia Tayabu, Rizan Machmud, Djoko Lesmana Radji, (2022) The Influence of Management Information Systems on Employee Performance at the Muara Tirta PDAM Office, Gorontalo City, *Scientific Journal of Management and Business*, Vol. 5 No. 2.
- Qisti Milati Hanifa et al., (2023), Management of Jabangsa Clean Water Facilities by the Community Self-Reliance Group of Karanglayung Village, Karangjaya District, Tasikmalaya Regency
- Qomariah, N. & Adriadi, R (2023), Analysis of Customer Complaint Handling at the Tirta Hidayah Regional Drinking Water Company (PDAM) of Bengkulu City, *Journal of Human Capital Management and Business*.
- Resi Dwi Aprianti, Evi Lorita, Harius Eko Saputra, (2024), Responsiveness of Regional Public Company (PERUMDA) Drinking Water Services in Serving New Connection Installations (Study at Perumda Tirta Hidayah, Bengkulu City), Vol 11 No. 1 June
- Rismawati, Madani, M., & Rahim, S. (2015). Responsiveness of Office Divorce Services Sengkang Religious Court, Wajo Regency, *Journal of Public Administration*, Vol 1 Number 3
- Rukmana, NS (2019). Responsiveness of Public Services in Processing Business Licenses Trade at the Investment and One-Stop Integrated Services Agency (Dpmpstsp) Sinja Regency. *Journal of Chemical Information and Modeling*
- Sinambela, LP (2011). *Public Service Reform*. Jakarta: Bumi Aksara.
- Stoner, JAF & Wankel, C. (1986). *Management*. Jakarta: Erlangga.
- Sugiyono. (2015). *Qualitative, Quantitative, and R&D Research Methods*. Bandung: Alfabeta.
- Thoha, M. (2003). *Organizational Behavior*. Jakarta: RajaGrafindo Persada.
- Tangkilisan, HNS (2005). *Public Management*. Jakarta: Grasindo.
- Tjiptono, Fandy and Anastasia Diana, (2015), *Customers Dissatisfied? Not Enough!'*, Yogyakarta: CV Andi Offset
- Van den Poel, D., & Buckinx, W. (2005). *Predicting online-purchasing behavior. Expert Systems with Applications*
- Zauhar, S. (2001). *Bureaucracy and Public Service Reform*. Malang: Brawijaya University Press.
- Zeithaml, V. A. et al. (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. New York: Free Press.
- Law Number 25 of 2009 concerning Public Services