

ANALISIS PENANGANAN KELUHAN PELANGGAN PADA PERUSAHAAN UMUM DAERAH AIR MINUM TIRTA PENGABUAN KABUPATEN TANJUNG JABUNG BARAT

Brian Setio Nusantoro

Abstrak

Penelitian ini bertujuan untuk menganalisis penanganan keluhan pelanggan pada perusahaan umum daerah air minum tirta pengabuan kabupaten tanjung jabung barat. Penelitian ini menggunakan metode deskriptif kuantitatif dengan menyebarkan kuesioner kepada pelanggan perusahaan umum daerah air minum tirta pengabuan sebanyak 100 responden. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling*. Berdasarkan tabel *r person product moment* dengan tingkat signifikansi 0,05 diperoleh nilai *r* tabel sebesar 0,195, artinya variabel penanganan keluhan pelanggan dinyatakan valid. Uji reliabilitas dinyatakan reliabel apabila nilai *cronbach's Alpha* > 0,60. Berdasarkan nilai *Cronbach's Alpha* pada variabel penelitian ini yaitu sebesar 0,628, artinya *Cronbach's Alpha* telah lebih dari 0,60, sehingga indikator yang digunakan untuk mengukur variabel penanganan keluhan pelanggan dinyatakan reliabel. Berdasarkan dari pengolahan data menggunakan *arithmetic mean* dengan pengukuran skala *likert*, diketahui hasil *arithmetic mean* pada variabel penanganan keluhan pelanggan termasuk kategori setuju dengan nilai skor 4,18. Hal tersebut dapat diketahui bahwa pelanggan perusahaan umum daerah air minum tirta pengabuan kabupaten tanjung jabung barat setuju bahwa perusahaan telah melakukan penanganan keluhan pelanggan dengan baik.

Kata Kunci: *Penanganan Keluhan, Pelanggan*

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**ANALYSIS OF HANDLING CUSTOMER COMPLAINTS AT THE TIRTA
PENGABUAN DRINK WATER REGIONAL PUBLIC COMPANY, TANJUNG
JABUNG BARAT REGENCY**

Brian Setio Nusantoro

Abstract

This study aims to analyze the handling of customer complaints at the Tirta Pengabuan Drinking Water Regional Public Company, Tanjung Jabung Barat Regency. This study used a quantitative descriptive method by distributing questionnaires to customers of public companies in the tirta pengabuan drinking water area as many as 100 respondents. The method used in sampling is purposive sampling. Based on the table r person product moment with a significance level of 0.05, the table r value is 0.195, meaning that the variable handling customer complaints is declared valid. The reliability test is considered reliable if the value of Cronbach's Alpha > 0.60. Based on the value of Cronbach's Alpha on this research variable, which is 0.628, it means that Cronbach's Alpha has been more than 0.60, so the indicator used to measure the variable of handling customer complaints is declared reliable. Based on data processing using arithmetic mean with Likert scale measurement, It is known that the results of arithmetic mean on the variable handling customer complaints include the category of agreeing with a score value of 4.18. It can be seen that customers of the General Company of Tirta Pengabuan Drinking Water, Tanjung Jabung Barat Regency agree that the company has handled customer complaints well.

Keywords: *Complaint Handling, Customers*