

# Perlindungan hak konsumen dalam pelayanan air bersih PDAM kota Tangerang melalui pengukuran kerangka service quality = Consumer rights protection in the clean water services of PDAM Kota Tangerang through measurement framework of service quality

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## Abstrak

[<b>ABSTRAK</b><br>

Dalam penyelenggaraan pelayanan air bersih kepada pelanggan, PDAM tidak dapat dilepaskan dari adanya tanggung jawab dalam pemenuhan hak-hak konsumen, terlebih untuk saat ini PDAM masih merupakan perusahaan yang bersifat monopoli dalam penyelenggaraan pelayanan air bersih. Begitu pula dengan PDAM Tirta Benteng Kota Tangerang sebagai pelaku usaha pelayanan umum, maka tidak terlepas dari resiko pelanggaran terhadap hak-hak konsumen. Penelitian ini dilakukan untuk mengetahui mengenai perlindungan hak konsumen PDAM Kota Tangerang yang didasarkan pada pengukuran kualitas pelayanan dengan menggunakan lima dimensi kualitas layanan jasa antara lain bukti fisik, keandalan, daya tanggap, jaminan dan empati. Penelitian ini menggunakan metode penelitian kombinasi yang menggabungkan antara metode kuantitatif dengan metode kualitatif. Teknik analisis kuantitatif dengan melakukan analisis gap dan uji t dua sampel bebas, sedangkan analisis kualitatif dilakukan dengan memberikan deskripsi terhadap hasil penelitian berdasarkan teori yang ada. Berdasarkan hasil penelitian, peneliti menyimpulkan bahwa adanya kesenjangan menunjukkan bahwa kualitas pelayanan yang diselenggarakan oleh PDAM Kota Tangerang belum sesuai dengan harapan para pelanggan. Kualitas pelayanan yang tidak sesuai dengan harapan merefleksikan hak-hak konsumen belum terpenuhi. Perlindungan hak konsumen PDAM Kota Tangerang didasarkan pada Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen diantaranya mengenai hak konsumen untuk mendapatkan pembinaan dan pendidikan, dan hak menuntut ganti rugi melalui gugatan perwakilan. Pembatalan Undang-Undang Sumber daya Air juga memberikan perlindungan hak konsumen atas air dengan melahirkan enam prinsip dasar pembatasan pengelolaan sumber daya air.

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<b>ABSTRACT</b><br>

In the operation of clean water services to customers, PDAM can not be released from their responsibility in the fulfillment of the rights of consumers, especially at this time PDAM is still a monopolistic company in the services of clean water. Similarly, PDAM Tirta Benteng Kota Tangerang as a public service, it is inseparable from the risk of violation of consumer rights. This research was conducted to know the rights protection of PDAM Kota Tangerang consumers which is based on the measurement of service quality by using the five dimensions of service quality, are tangible, reliability, responsiveness, assurance, and empathy. This research used mixed method that combines quantitative methods with qualitative methods. Quantitative analysis techniques by doing gap analysis and paired sample t test, while the qualitative analysis by giving a description of the results of research based on the theory. Based on the results, researcher concluded that the gap showed PDAM Kota Tangerang service quality not in accordance with the expectations of the customers. Quality of service was not appropriate with the expectations reflect that consumers rights have not been fulfilled. Consumer rights protection of PDAM Kota Tangerang based on

The Law No 8 year 1999 on Consumer Protection, that is the consumers right to get education and claim compensation through class action. The cancellation of The Law Water Resources also provides consumer rights protection with create the six basic principles of water resources management restrictions., In the operation of clean water services to customers, PDAM can not be released from their responsibility in the fulfillment of the rights of consumers, especially at this time PDAM is still a monopolistic company in the services of clean water. Similarly, PDAM Tirta Benteng Kota Tangerang as a public service, it is inseparable from the risk of violation of consumer rights. This research was conducted to know the rights protection of PDAM Kota Tangerang consumers which is based on the measurement of service quality by using the five dimensions of service quality, are tangible, reliability, responsiveness, assurance, and empathy. This research used mixed method that combines quantitative methods with qualitative methods. Quantitative analysis techniques by doing gap analysis and paired sample t test, while the qualitative analysis by giving a description of the results of research based on the theory. Based on the results, researcher concluded that the gap showed PDAM Kota Tangerang service quality not in accordance with the expectations of the customers. Quality of service was not appropriate with the expectations reflect that consumers rights have not been fulfilled. Consumer rights protection of PDAM Kota Tangerang based on The Law No 8 year 1999 on Consumer Protection, that is the consumers right to get education and claim compensation through class action. The cancellation of The Law Water Resources also provides consumer rights protection with create the six basic principles of water resources management restrictions.]