

## Manajemen pengaduan terkait COVID-19 pada sistem CRM DKI Jakarta = COVID-19 complaint management of CRM DKI Jakarta

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### Abstrak

Pemerintah Provinsi DKI Jakarta memiliki 14 kanal online dan offline Cepat Respon Masyarakat (CRM) sebagai sistem pengaduan resmi yang saling terintegrasi. Seiring dengan munculnya pandemi Covid-19, pengaduan masyarakat terkait Covid-19 di DKI Jakarta meningkat. Pada tahun 2020, dari 137.776 pengaduan masyarakat yang masuk ke sistem CRM, 14.581 diantaranya merupakan pengaduan Covid-19. Dengan meningkatnya aduan Covid-19 di DKI Jakarta, penelitian ini bertujuan untuk mengetahui manajemen pengaduan Covid-19 pada sistem CRM DKI Jakarta menggunakan 12 dimensi dari teori best practice manajemen pengaduan. Penelitian ini menggunakan pendekatan post positivist, pengambilan data dilakukan dengan studi pustaka, wawancara mendalam kepada 7 informan, dan mengolah 989 sampel aduan. Hasil penelitian menyimpulkan bahwa manajemen pengaduan Covid-19 sistem CRM DKI Jakarta telah dilaksanakan dengan baik dengan memenuhi delapan dari dua belas dimensi yang ada. Terdapat tiga dimensi yang belum dilaksanakan secara optimal yaitu create closure, pengaduan sebagai isu strategis, dan sistem pengendalian internal. Selain itu, dimensi penghitungan biaya tindak lanjut aduan belum dilaksanakan pada sistem CRM DKI Jakarta karena pegawai menggunakan sistem shift kerja sehingga tidak ada biaya tambahan bagi pekerja lembur.

.....Cepat Respon Masyarakat (CRM) is an official complaint system owned by the DKI Jakarta Provincial Government which has 14 online and offline complaint channels that are integrated with each other. Along with the emergence of the Covid-19 pandemic, public complaints related to Covid-19 in DKI Jakarta have increased. In 2020, amongst 137,776 public complaints that entered the CRM system, 14,581 of them were Covid-19 complaints. With the increase in Covid-19 complaints in DKI Jakarta, this study aims to determine the management of Covid-19 complaints in the DKI Jakarta CRM system uses the best practice theory of complaint management use twelve dimensions. This study uses a post-positivist approach, data collection is carried out by literature study, in-depth interviews with seven informants and processing 989 complaints samples. The results of the study concluded that the Covid-19 complaint management of DKI Jakarta's CRM system had been implemented properly by fulfilling eight of the twelve existing dimensions. There are three dimensions that have not been implemented optimally, namely create closure, complaint as a strategic issue, and internal control system. In addition, the dimensions of calculating the cost of following up complaints have not been implemented in the DKI Jakarta CRM system because employees use a work shift system so that there are no additional costs for overtime workers.