

ABSTRACT

Husnah, 2019. ANALYSIS OF HANDLING CUSTOMER'S COMPLAINTS IN THE REGIONAL WATER SUPPLY COMPANY (PDAM) TIRTA JE'NEBERANG KAB. GOWA. Skripsi. Supervised by H. Agussalim and Muh. Nur Rasyid.

The aimed of this study is to find out how to handle customer complaints in the Regional Water Supply Company (PDAM) Tirta Jeeberang Regency of Gowa. The writer used descriptive qualitative research. The writer obtained data through observation, interviews and documentation. The data were analyzed used qualitative descriptive analysis methods

Based on the results of the study, it was concluded that the handling customer's complaints in the Regional Water Company (PDAM) Tirta Jeneberang District. Gowa was effective because it made easy for customers who want to submitted their complaints. In handling complaints, the Subscription Relations (HUBLA) section acted as a media for customer complaints. The steps were taken to received complaints, record the complaint letter, give the letter to the Transmission and Distribution section and then carry out complaint handling in the field. There was a Standard Operating Procedure (SOP) in the Regional Water Company (PDAM) Tirta Jeneberang Regency of Gowa which facilitated employees in handling complaints

Keywords: Handling complaints, regional water companies