

6. Conclusion

Based on the results of research and discussion that has been done on the Regional Water Supply Enterprise Bandung, the author can draw the following conclusion:

Quality of Service is implemented by the Regional Water Supply Enterprise Bandung, which encompasses dimensions Tangible, Reliability, Responsiveness, Assurance and Empathy, according to customer ratings in the category of less, this is due to the value of customer expectations against certain types of services are still far above the customer's perception of the performance of Regional Water Supply Enterprise. While the level of customer satisfaction on all dimensions of quality of services provided by the Regional Water Supply Enterprise Bandung is located in enough categories, this means that the quality of services obtained by the customers not meet customer expectations.

Results of testing the hypothesis that simultaneous dimensions of quality of services which include: Tangible, Reliability, Responsiveness, Assurance, and Empathy significantly affect customer satisfaction can be accepted as true (H_0 is rejected). Similarly, there are partial real effect for each dimension, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy to customer satisfaction. Meanwhile, if viewed from the influence of direct, indirect and total effect for each dimension indicate a high degree of influence over the quality of service to customer satisfaction.

7. Suggestions

Based on the above conclusions, it is to be able to improve the quality of service to customer satisfaction, suggested to the Regional Water Supply Enterprise Bandung to be able to make changes and evaluation of policies that can be done as follows:

1. Facing the condition of the people recently, more realize their rights and critical, Regional Water Supply Enterprise Bandung should provide opportunities and support for its employees to continue their education to a higher level in order to improve competency as a prerequisite for improving the quality of services in the future, which in turn can give satisfaction to the public.
2. Regional Water Supply Enterprise Bandung need to improve training for employees, especially the front-line employees who directly deal with customers, in order to carry out the task services that are more responsive, friendly, courteous, skilled, communicative, and responsible for the duties, so that the various a negative image of Regional Water Supply Enterprise Bandung in general can be eliminated.
3. The people need of drinking water and clean water and that is a basic and vital needs, then the Regional Water Supply Enterprise Bandung need to increase their production capacity so that it can expand the scope of his servant.