**Proceeding**

**THE INFLUENCE OF SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AT REGIONAL WATER SUPPLY ENTERPRISE BANDUNG, WEST JAVA PROVINCE, INDONESIA**

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**Abstract**

This research is aimed to reveal and analyse the influence of service quality toward customer satisfaction at Regional Water Supply Enterprise Bandung. This research is done by using 5 (five) dimensions of service quality including Tangible, Reliability, Responsiveness, Assurance, and Emphaty.

This research is carried out by using explanatory survey design with the kind of gathering data was questionare as the research instrument. The population of this research are the customer who have proposed complaint to Regional Water Supply Enterprise Bandung. Sample is taken by using Cluster Random Sampling. Number of sampling is 95 customers. The data was analyzed by using path analysis method.

Based on data analysis result, in many aspects the service quality of Regional Water Supply Enterprise Bandung has not been met the requirement of customer satisfaction yet. This is reason that the service quality improvement is badly needed in order to create the continuity and prime service quality of Regional Water Supply Enterprise Bandung.

The conclusion of this research is that service quality have a significant influenced to the customer satisfaction. The main alternative hypothesis (H1) which stated the significant influence of quality service to customer satisfaction is verified and accepted.

**Keyword : Service Quality, Costumer Satisfaction**