

as a bureaucratic institution has the function to provide services to the public, while the public as the party giving the mandate to the government have the right to receive services from the government. Therefore Dale (in Saefullah, 1999: 5) states that the bureaucratic apparatus or bureaucrat is "the civil servant". Government officials as a public servant and civil servants should serve the public well in accordance with the legislation in force.

Along with the increasing needs and demands of the community service / public services as well as the increasing awareness of their rights as citizens, the ministry held by government organizations increasingly demanded to provide a quality service in the sense according to the demands and expectations of society. Facing a tight competition in free trade era, government organizations must also be able to compete with similar companies. The role of services in all business activities seem more important or even critical in the effort to win sympathy and trust the people / customers.

Regarding to above mention, Osborne and Gaebler in his *Reinventing Government* (1992:) suggests a rationale for the transformation of the spirit of entrepreneurship into the public sector, where government services to the public follow the example of enterprise services to its customers. Even if a company has abundant capital and advanced technology to master, but it is unlikely the company could survive without having loyal customers and attentive. It signaled that during this time the services provided by a private company to its customers far better than services provided by government officials to the people. Reality thus require care from the government, so that the community will get excellent service.

To improve conditions such as described above, the government has issued Ministerial of Administrative and Beraucratic Reform No. 81/1993 Administrative Reform on Competence Excellent Service, which is further reinforced by Presidential Instruction No. I / 1995 on Improving the Quality of Government Personnel Services to the People. This shows that the government has also paid serious attention to the improvement of quality of service personnel in order to provide customer satisfaction for the community as a public service.

The government-organized service coverage many areas and types. In the local government, which organized the service is also very spacious. One type of public service which organized local government is the provision of clean water to the taps. Regional Water Supply Enterprise services carried out here laid in the concept of public service (public service) in general. Thus the frame of mind about the quality of service taps will be placed within the theoretical framework of the quality of public services. According Tjiptono (2000: 2) quality concept refers to several meanings, namely: