

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

R. Taqwaty Firdausijah

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 (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

1. Introduction

Public service is one of the government's activities are always of concern to the public. Public opinion of the government's activities in the field of services tend to be more negative perception instead of positive. This is reflected in the number of complaints about various irregularities, both in terms of costs, procedures, quality, and uncertainty of the time to a desired product. The many complaints submitted through the print and electronic mass media, from local scales even national scale because of perceived no or less get a response and follow-up of the parties concerned.

The phenomenon has not been satisfying the people in the public service marked by a number of complaints that, in general occur in various public organizations, both at the central level and at the regional level. This is in line with what is proposed by Sukmaningsih (1997: 5) that "almost any form of service provided by the government bureaucracy in everyday life either electricity, PAM, phone, ID card, IMB often ended in disappointment".