

Associated with water services, population growth over time continues to increase, demand a variety of anticipation by the taps. As a business entity engaged in the field of public services, and the pursuit of revenue from the sale of services of water, Regional Water Supply Enterprise Bandung increasingly faced with the challenge to continually improve the quality of its services with the orientation of the effort to fulfill and increase community satisfaction (customer satisfaction oriented), so the can foster trust and loyalty binds the community.

Quality of services provided Regional Water Supply Enterprise Bandung has yet to give satisfaction to the customers because there are services that are not in accordance with customer expectations. This is consistent with data obtained from the relationship subscriptions in Regional Water Supply Enterprise Bandung can be inventoried their various forms of complaints or complaints from the public related to dissatisfaction with the service received, both in terms of cost / billing of water use, the solution time / complaints and also attitudes and behavior of officials. The complaints are also often exposed in the local mass media, because they lack feedback and follow-up of the parties concerned.

Regarding to above description, it seems that Regional Water Supply Enterprise Bandung was faced with the problems regarding the realization of people's satisfaction yet which is reflected in the number of complaints concerning various aspects regarding the implementation of the tasks Regional Water Supply Enterprise Bandung as a manager of drinking water services and clean water. This condition should certainly not be allowed to continue to happen, because the government (public work units) responsible for providing the best service to the public as customers. Presumably this is what attracted the attention of the author to conduct research, and then be poured with the title: **The Influence of Service Quality Toward Customer Satisfaction at Regional Water Supply Enterprise Bandung, West Java Province, Indonesia**

## **2. Research Problem**

Based on the above research background, the research problems can be identified as follows:

1. How was the quality of service provided is able to get customer satisfaction at the Regional Water Supply Enterprise Bandung?
2. How much influence the quality of service to customer satisfaction at the Regional Water Supply Enterprise Bandung?

## **3. Theoretical Framework**

In government organizations, service problems is important because it involves the interests of the people as a whole and involve all government officials. The government