

on. Regional Water Supply Enterprise Bandung as institutions engaged in public service should continuously improve the attitude and behavior of employees with regard to hospitality and courtesy, because whatever the type of service received by the community and from any class (social status, cultural, economic, age and so on) they come, always wanted to be treated with friendly and courteous by service providers. This thinking is based on the views expressed by Waworuntu (1997: 5) that "an agency without the community is not an organization. Therefore, people who come in all shapes, sizes and ages should be respected and served by courteous".

The opinions above show that the friendly and courteous service from employees to the community can be an important aspect for the survival of an organization. In other words, aspects of the hospitality and courtesy that contribute to the quality of service. This means that employees must have the ability to imply friendliness and courtesy in their interaction with others, as confirmed by Siagian (1991: 108) that "there is no place to be impolite in interaction with others, both fellow officers and to the community". Hence the polite demeanor and speech were friendly greetings will bear the sympathy and respect of those who served, then it should all employees of Regional Water Supply Enterprise Bandung usually do that in the execution of the assignment. In turn, the motto "the customer is king" is no longer a greeting sweet in the mouth (lip service) alone, but it really can be realized in the form of services provided, so that the desires and expectations of the people to receive excellent service from the government apparatus can be realized, which means also give high satisfaction to the public. As to "the final goal of organizational development is nothing but achieved the best service to the community to create a community satisfaction" (Sudarsono, 1998: 39).

Finally customer ratings of service quality Regional Water Supply Enterprise Bandung of dimension Empathy which is also located in the poor category, with a score of -1.81 quality of service obtained. From the dimensions of Empathy the lowest ratings on the attitude indicator clerk at checkouts. Lack of services provided Regional Water Supply Enterprise Bandung on this indicator due to the presence of employees at the counters of scheduled services was less impressed with the good. This can be seen during breaks (lunch), counters left empty with no one waiting, so if there are people who will deal would not want to wait long enough. Whereas the system should be held alternately (shift) among employees so that the counter will never be left empty. Situations like this even a 'habit' in counter of Regional Water Supply Enterprise Bandung services, as informed the public / customers. In addition, with regard to the arrangement of records / documents at the counters of services is also considered not so good, reflected by the length of time it takes employees to find documents needed by the customer.