

ABSTRACT

This research is based on the quality of service of the customer service administration subdivision in Perumda Tirta Benteng Kota Tangerang which runs less than optimally. This is due to the occurrence of communication misses between employees and consumers. This study aims to determine the quality of service in Perumda Tirta Benteng Kota Tangerang.

The research method used is descriptive research with a qualitative approach. While data collection techniques are carried out by observation, interviews and documentation. This data analysis technique uses data reduction, data presentation and conclusions. Checking the validity of this data through triangulation techniques.

Based on the results of research obtained and reviewed from the dimensions of service quality according to Zeithaml, Parasuraman & Berry (in Hardiyansyah, 2011: 46), the service quality of the customer service administration subdivision in Perumda Tirta Benteng Kota Tangerang has not run optimally. It is characterized by the occurrence of miss communication.

Keywords: *quality of public services, Perumda Tirta Benteng, Tangerang City*