

ABSTRACT

Along with the increasing rate of population growth, the need for clean water increases. Through PDAM Tirtawening Bandung, Bandung city government tried to increase the supply of clean water piped in Bandung. Providing clean water is also one of the things that become the focus in the Millennium Development Goals (MDGs) or the millennium development goals by 2015, the year in which the targets specified in Bandung service coverage is at 80 % (PDAM Bandung,2011). Piped water service coverage PDAM Bandung itself has only reached 68 %, which means serving 1.608 million new inhabitants of the total population of 2,393,633 inhabitants in 2013 (PDAM Bandung, 2014).The purpose of the research is to find out expectation, performance, as well as the level of customer satisfaction on the quality of service provided by PDAM Tirtawening Bandung and to know what aspect should be improved. This research is quantitative with the descriptive research. Data obtained by spreading the questionnaire to 270 of respondents who is the customer PDAM Tirtawening Bandung. By using the satisfaction index of costumer, importance performance analysis (IPA) obtained the results of research. The result of the expectations of the customers of the quality of service provided PDAM Tirtawening Bandung is considered very important because it has a percentage of 88.632 %. The customer on the performance of the quality of service PDAM Tirtawening Bandung is considered good because it has a percentage of 70.168 %. Based on analysis of the level of satisfaction of the assessment of the customer in the category of not satisfied because it has a value 0.78. In the importance performance analysis (IPA) there are four attributes that have to be repaired by PDAM Tirtawening Bandung.

Key Word : Service Quality, Customer Satisfaction, Importance Performance Analysis (IPA).