

ABSTRACT

Indonesians who have access to clean water for everyday needs, only reached 20 percent of the population indonesia. They dominate is access to urban it means there are still 82 percent of indonesia forced to have water a strange in health. In the greater bandung the need of clean water it became increasingly urged due to the population growth and development, was inversely with the number of the availability of water available in the greater bandung. Therefore, the government the area of bandung the owner of the regional water company PDAM Tirtawening until now still cannot fulfill all residents needs Bandung to receive the services adequate clean water good number and its quality.

The purpose of this study is to find the influence of the quality of service for customer satisfaction at the service PDAM Tirtawening Bandung good simultaneously or partial. This study included in research descriptive with the quantitative approach involving 100 customers in services company PDAM Tirtawening Bandung as respondents, with the sample used technique incidental sampling. Analysis techniques the data used the regression analysis linear multiple formerly tested assuming classical namely test normality, multikolineritas test, heteroskedestisitas test, f test, t test, a correlation coefficient, the coefficients determination.

The research can be concluded that in partial the total influence tangible (x1), empathy (x2), reliability (x3), responsiveness (x4), and assurance (x5). So, the total influence tangible (x1), empathy (x2), reliability (x3), responsiveness (x4), and assurance (x5) of customer satisfaction (y) together is 17,7992%.

From the results it can be concluded that the free variables consisting of tangible, reliability, responsiveness, assurance, empathy amounted to 16%, 84% while the rest is explained by other variables not examined in this study.

Keywords: Customer Satisfaction, Service Quality.