

ABSTRAK

The quality of service motivated strong engagement between customers and company. In long terms this kind of engagement enable the company to understand customers needs and come out whit the strategy to improve customers satisfaction, increasing customer satisfaction and minimize customers complains. Research goals are to identify correlation between the service quality (tangible, reliability, responsiveness, assurance, and empathy) for increasing Cirebon PDAM customer's satisfaction. The data were collected by kusioner for 100 respondents with different characteristic. Data analysis procedure applies descriptive analysis and simple linear regression.

Based on the result of simple linear test and T test, can be proved that the calculation of the data in Table 4.4 shows that the value t (count) for the variable quality of service (X) of 8.724 and t (table) 1,660 with significant value below 0.05 ($0.000 < 0.05$). Due to the value of t (count). t (table), then the H_0 is accepted, it means that the quality of service (X) partially significant effected the customers satisfaction (Y). Based on the coefficient of determination test result (r^2) can be seen that the influence of service quality reached 43.69%. This means there are some other factors not examined in this research that affected Cirebon PDAM customer satisfaction.

Keyword : Service Quality, Satisfaction Customers