

## ABSTRACT

*The purpose of this research was to determine the effect of service quality on customer satisfaction of PDAM Kota Sukabumi., therefore the Regional Water Supply Company (PDAM) of Sukabumi City as the main provider of water supply to optimize good service quality in order to increase customer satisfaction considering that there are still several problems in the service quality of PDAM Tirta Bumi Wibawa given to the community was not in accordance with what the customer receives.*

*The research method used in this research is quantitative. The data used in this research are primary data generated from questionnaires and secondary data in the form of the report of PDAM Annual Report. The analysis technique used is descriptive analysis to describe the state of the variable service quality (X) and customer satisfaction (Y) and uses verification analysis techniques by performing correlation tests, simple linear regression, coefficient of determination and hypothesis test..*

*Based on the results through hypothesis test (t), it show that the tcount of 5.963 is greater than the t table of 1.966 and a significance value of 0.000 and less than 0.05, which means that with a 95% confidence level, it can be concluded that service quality has a significant effect on customer satisfaction. In addition, based on the correlation test, it shows that there is a relationship between service quality and customer satisfaction with an R value of 0.518 and a determination coefficients of 26.6% which indicates that the service quality variable can explain changes that occur in customer satisfaction of 26.6%.*

**Keywords :** *customer satisfaction , service quality, water supply*