

ABSTRACT

WAHYU KURNIAWAN / 1800861021105 / THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT PDAM TIRTA MUARO JAMBI (CASE STUDY OF PDAM UNIT TANGKIT BARU) / AHMAD TARMIZI, S.E., M.M SUPERVISOR 1 / H. DENNY ASMAS, S.E., M.Si SUPERVISOR 2.

Service quality is a measure of how well the services provided by a company meet customer expectations, while customer satisfaction reflects the extent to which customer expectations regarding a product or service are met or exceeded. This study aims to analyze the impact of service quality on customer satisfaction at PDAM Tirta Muaro Jambi, specifically in the Tangkit Baru Unit. Service quality encompasses reliability, responsiveness, assurance, empathy, and tangible evidence. The main issues identified include poor response to customer complaints and inadequate water quality, leading customers to seek alternative water sources.

The objectives of this research are: 1) to assess and describe the service quality and customer satisfaction at PDAM Tirta Muaro Jambi, and 2) to determine the effect of service quality on customer satisfaction at PDAM Tirta Muaro Jambi. This study employs a quantitative approach with simple linear regression analysis.

Primary data were collected through questionnaires distributed to 69 randomly selected respondents from the customer population of PDAM Tirta Muaro Jambi. The sampling methods used were stratified random sampling and simple random sampling. Data were analyzed descriptively and verifiably, including simple linear regression analysis and hypothesis testing, to measure the impact of service quality on customer satisfaction.

The results indicate that service quality has a significant effect on customer satisfaction, with a regression coefficient of 0.601. The correlation value (R) of 0.890 indicates a very strong relationship, while the R^2 value of 0.792 explains that 79.2% of the variation in customer satisfaction is influenced by service quality. A significance value of 0.000 (<0.05) confirms this relationship statistically. The conclusion of this study emphasizes the importance of improving service quality, particularly in the areas of responsiveness and empathy, to enhance customer satisfaction, maintain loyalty, and improve the company's image.

Keywords: Service quality, customer satisfaction.