

M. ARIF PRABOWO NRP.16.03.3.1.100011. PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN PELANGGAN PERUSAHAAN DAERAH AIR MINUM (PDAM) SUMBER POCONG KABUPATEN BANGKALAN. Dibawah bimbingan **Dr. Ir. Raden Faridz, MP dan Burhan, S.TP., MT.**

ABSTRAK

Kabupaten Bangkalan memiliki satu perusahaan yang bergerak dibidang pelayanan dan penyediaan air di kabupaten Bangkalan. Kantor ini melayani berbagai keperluan masyarakat terhadap layanan pdam seperti pendaftaran pdam, cek tagihan air pdam, hingga pembayaran pdam. Kebutuhan air bersih penduduk kabupaten Bangkalan semakin lama semakin meningkat seiring dengan pertumbuhan jumlah penduduk. Berdasarkan analisis perusahaan kebutuhan air bersih di kabupaten Bangkalan meningkat 18% pada tahun 2018-2019, berdasarkan data air yang di distribusikan oleh perusahaan daerah air minum Sumber Pocong kabupaten Bangkalan. Selain pemenuhan air pihak perusahaan daerah air minum juga perlu memperhatikan terkait kualitas layanan serta kepuasan pelanggan. Penelitian ini bertujuan untuk pengukuran kualitas layanan dan kepuasan pelanggan air bersih perusahaan daerah air minum Sumber Pocong Bangkalan dan mengetahui pengaruh antara kualitas layanan dengan kepuasan pelanggan. Dengan metode pemecahan masalah SEM menggunakan program LISREL 8.80 karena memiliki banyak keunggulan, teknik pengujian dalam lisrel dilakukan dengan menggabungkan dua pengujian yaitu *confirmatory factor analysis* dan *path analysis*. Untuk mengetahui hubungan dua variabel Kualitas layanan (X) dan Kepuasan pelanggan (Y). Hasil penelitian menunjukkan bahwa 3 dari 5 indikator Kualitas layanan dan 4 indikator Kepuasan pelanggan terbukti merupakan pengukur yang sesuai dan relevan dari hasil uji CFA. Sedangkan dari uji analisis jalur variabel Kualitas layanan berpengaruh signifikan terhadap variabel Kepuasan pelanggan.

Kata kunci : Kualitas layanan, Kepuasan pelanggan, SEM, Lisrel 8.80

M. ARIF PRABOWO NRP.16.03.3.1.100011 *THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION OF SUMBER POCONG REGIONAL COMPANY BANGKALAN DISTRICT* Under the guidance of **Dr. Ir. Raden Faridz, MP and Burhan, S.TP., MT.**

ABSTRACT

Bangkalan Regency has one company engaged in the service and supply of water in Bangkalan Regency. This office serves various needs of the community for pdam services such as pdam registration, checking pdam water bills, to pdam payments. The need for clean water for the population of Bangkalan Regency is increasingly increasing along with the population growth. Based on the analysis of the company, the need for clean water in Bangkalan district increased 18% in 2018-2019, based on water data distributed by the local drinking water company Sumber Pocong, Bangkalan Regency. In addition to water compliance, the regional drinking water companies also need to pay attention to service quality and customer satisfaction. This study aims to measure service quality and customer satisfaction of clean water companies in Sumber Pocong Bangkalan drinking water companies and to determine the effect of service quality on customer satisfaction. With the SEM problem-solving method using the LISREL 8.80 program because it has many advantages, the testing technique in lisrel is carried out by combining two tests, namely confirmatory factor analysis and path analysis. To determine the relationship between the two variables service quality (X) and customer satisfaction (Y). The results showed that 3 out of 5 indicators of service quality and 4 indicators of customer satisfaction proved to be appropriate and relevant measures of the CFA test results. Meanwhile, from the path analysis test the variable quality of service has a significant effect on the variable customer satisfaction.

Keywords : *Customer of service, Customer satisfaction, SEM, Lisrel 8.80*