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**Hubungan Kualitas Pelayanan Dengan Kepuasan Pelanggan Air Di Perumda
Air Minum Tirta Giri Nata Kota Cirebon**

Xv + 101 + 5 Tabel + 2 Bagan + 13 Lampiran

ABSTRAK

Kepuasan pelanggan merupakan indikator penting dalam menilai kinerja suatu layanan, termasuk dalam penyediaan air bersih oleh Perumda Air Minum. Kualitas pelayanan yang diberikan secara langsung berkontribusi pada tingkat kepuasan pelanggan, yang pada akhirnya akan mempengaruhi loyalitas dan citra perusahaan. Penelitian ini bertujuan untuk menganalisis hubungan antara kualitas pelayanan yang diberikan oleh Perumda Air Minum Tirta Giri Nata dengan tingkat kepuasan pelanggan di Kota Cirebon. Penelitian ini mengkaji hubungan antara kualitas pelayanan dan kepuasan pelanggan Perumda Air Minum Tirta Giri Nata di Cirebon. Menggunakan metode kuantitatif dengan 100 responden, studi ini menemukan bahwa meskipun 64% responden menilai kualitas pelayanan baik, 51% menyatakan tidak puas karena masalah teknis dan respons pelayanan yang lambat. Hasil uji Chi-square ($p < 0,05$) mengindikasikan hubungan signifikan: pelayanan baik berkorelasi dengan kepuasan yang lebih tinggi (67,2%), sedangkan pelayanan buruk berkorelasi dengan ketidakpuasan yang signifikan (83,3%). Hasil penelitian menunjukkan bahwa peningkatan kualitas pelayanan, terutama dalam respons keluhan dan stabilitas pasokan air, sangat krusial untuk mencapai kepuasan pelanggan optimal. Rekomendasi, sebaiknya Perumda Air Minum Tirta Giri Nata Kota Cirebon lebih *responsive* terhadap keluhan pelanggan.

Kata Kunci: Kualitas Pelayanan, Kepuasan Pelanggan Air

Daftar Pustaka : 24 (2010 – 2024)

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**The Relationship of Service Quality with the Satisfaction of Water
Customers in the Regional Government Drinking Water Tirta Giri Nata
City, Cirebon City**

Xv+ 101 + 5 Tables + 1 Charts + 13 Appendices

ABSTRACT

Customer satisfaction is an important indicator in assessing the performance of a service, including in the provision of clean water by the Drinking Water Company. The quality of services provided directly contributes to the level of customer satisfaction, which will ultimately affect the loyalty and image of the company. This study aims to analyze the relationship between the quality of services provided by the Regional Public Company of Drinking Water Tirta Giri Nata and the level of customer satisfaction in Cirebon City. This study examines the relationship between service quality and customer satisfaction of Tirta Giri Nata Drinking Water Company in Cirebon. Using a quantitative method with 100 respondents, the study found that although 64% of respondents rated service quality as good, 51% expressed dissatisfaction due to technical problems and slow service response. Chi-square test results ($p < 0.05$) indicate a significant relationship: good service correlates with higher satisfaction (67.2%), while bad service correlates with significant dissatisfaction (83.3%). Research results show that improving service quality, especially in complaint response and water supply stability, is crucial to achieving optimal customer satisfaction. The recommendation is that the Regional Regulation of Drinking Water, Tirta Giri Nata, Cirebon City, should be more responsive to customer complaints.

Keywords: Quality of Service, Water Customer Satisfaction

Bibliography: 24 (2010 – 2024)