

## **ABSTRACT**

*Service is the main point of the company because it affects customer satisfaction and customer satisfaction will occur if the quality of service provided is good. This study aims to test and provide empirical evidence regarding the analysis of service effectiveness on customer satisfaction at Perumda Tirta Giri Nata, Cirebon City. This study uses a survey method with a sample of 55 people who are customers at Perumda Tirta Giri Nata, Cirebon City. Data analysis was carried out descriptively quantitatively and hypothesis testing was carried out using simple linear regression analysis. The results of this study are that the effectiveness of service and customer satisfaction at Perumda Air Minum Tirta Giri Nata, Cirebon City are quite good. Service effectiveness has been shown to have a positive and significant effect on customer satisfaction. This study has several limitations, therefore it is necessary to add to the scope of the research area and add other variables that affect customer satisfaction.*

*Keyword : Service effectiveness, Customer satisfaction.*