

ABSTRACT

This study aims to examine the effect of service quality on customer satisfaction at Perumda Air Minum Tirta Jati, Cirebon Regency. Service quality is an important factor influencing customer satisfaction, as good service quality creates positive experiences and enhances satisfaction. In this research, the service quality dimensions considered include reliability, responsiveness, assurance, empathy, and tangibles.

A quantitative approach with a survey method was applied. Data were collected using questionnaires with a Likert scale distributed to 100 respondents through purposive sampling. The respondents were customers of Perumda Air Minum Tirta Jati residing in Cirebon Regency. The data were analyzed using simple linear regression. The results indicate that service quality has a positive and significant effect on customer satisfaction, with a significance value of $0.001 < 0.05$. The Adjusted R Square value was 0.494, indicating that service quality accounts for 49.4% of the variation in customer satisfaction, while the remaining 50.6% is explained by other variables outside the model.

It can therefore be concluded that improving service quality significantly contributes to increasing customer satisfaction. The findings of this study are expected to provide useful input for the company in formulating strategies to enhance service quality for sustainable customer satisfaction.

Keywords: service, customer satisfaction, service quality.