Abstract

Customer Satisfaction Analysis in House Hold Criteria
Of Services PDAM Tirta Pakuan Kota Bogor

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The purpose of this study is to measure of customer satisfaction especially in household criteria in facing the services PDAM Tirta Pakuan. PDAM Tirta Pakuan still have some factors that not enough to fulfill the customer needs. This research use household as respondents due to sensitivity of the quality service from PDAM Tirta Pakuan. There are three analysis that use in this study such servqual analysis, cluster analysis and discriminant analysis. The servqual analysis has five dimensional quality that describe the customer satisfaction: tangibles, responsiveness, reliability, assurance and empathy. The cluster analysis describe that PDAM Tirta Pakuan should more concerning the customer especially who had under welfare. PDAM Tirta Pakuan should create good system to make communication more easier between customer and PDAM Tirta Pakuan. The discriminant analysis estimate that several factors such: the average use of the water, the availability of PDAM staff in handling the customer complaint, the continuity of the water to the customers, price rate of the water, responsiveness of PDAM staff in concerning customer complaint, the quality of the water which customer received.