ABSTRACT

Quality Service Regional Water Company Apparatus Tirtawening Bandung (Case Studies On Customer Complaints On The Website ww.pambdg.co.id Drinking Water)

Website www.pambdg.co.id is a manifestation of the e-government implementation of owned Drinking Water Company in the Bandung. Ministry a complaint process in serving customer complaints conducted through the website www.pambdg.co.id indispensable because it is very helpful and the required customers people. The problems that arising in the process of service provided to the customer through the website www.pambdg.co.id public is still less satisfactory and impressed sluggish in handling customer a complaint made public grievances customers through the website www.pambdg.co.id. This occurs because it still a lack of adequate apparatuses of resources in the process customer service to the public of Bandung.

The theory of used in this research that the theory of Delivering Quality Service from R Leonard Berry, Parasuraman, and Valerie Zeithaml. The theory used is composed of the five dimensions that affect the quality of service, namely: Physical Evidence (Tangibles), reliability (Reliability), Responsiveness (Responsiveness), Security Assurance (Assurance), and Empathy (Emphaty).

The research method used is a descriptive of research methods with qualitative approaches. To obtained these data required researchers used interview techniques, participant observation and literature study. Determination of techniques used informer told the researchers apparatuses is the purposive, while the to the public researchers using a accidental.

The research states that the physical proof of in the form of a physical facilities, equipment, personnel, and communication material has been very good and effective. Reliability of services is reliable and accurately service is functioning quite effectively. Responsiveness in the form of willingness to help as well as providing proper services has been going pretty effective. Assurance in the form of knowledge, courtesy and convey confidence to the public has been quite effective, and empathy in the form of ease of in having, excellent communication, and compliance needs of our customers have been running fairly effective. The problems that existing in the service processes are on the reliably of service factors, the ability to convey trust and the fulfillment of needs of customers which is less well

Key words quality of service apparatuses and website www.pambdg.co.id