

PENGARUH KUALITAS PRODUK DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN PDAM TIRTA MOEDAL KOTA SEMARANG

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Abstract :

Customer satisfaction is the important things for the company., because it is the one of company successfull measure. The way to satisfyinnng the customer is give the product with best quallity and best service quality. Tht is also happen in PDAM Tirta Moedal Kota Semarang. Although the total customer always increasse, but customer satisfaction not always reached. The problem is total customer complaint about product and service quality always increase every years.

The purpose ffrom this research is to knowing the effect of product quality and service quality toward PDAM Tirta Moedal Kota Semarangng customer satisfaction. The hipotesis is there found the effect of product quality and service quality toward PDAM Tirta Moedal Kota Semarangng customer satisfaction. The research type is aksplanatory. The population is all PDAM Tirta Moedal Kota Semarangnnng customer in 2006 totally 121. 571 people, and sample 100 people with cluster samplinnnnng technics. The method of data collected with questioner, interview, and observation. Data analysis with qualitative and quantitative analysis.

The conclution is foound the effect of product quality and service qualllllity toward PDAM Tirta Moedal Kota Semarangng customer satisfaction. The suggestion is PDAM Tirta Moedal Kota Semarang must maintain and increase product and sservice quality, so the customer satisfaction more increase.

Key Words : Product Quality, Service Quality, Customer Satisfaction