An Analysis of Customer Satisfaction in Ambon City Water Supply Company

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Abstract- **Currently, the Water Supply Company of Ambon City has a very important role to provide drinking water services for a sustainable community by prioritizing customer satisfaction, increasing the company's contribution to Regional Original Revenue, increasing the professionalism of human resources and preserving air resources. The purpose of this study is to analyze customer satisfaction in the Ambon City Water Supply Company (PDAM). This research uses descriptive qualitative. The population in this study were all customers of the Ambon City Water Supply Company which is 9000 customers. Sampling incendentile technique used for the customers who receive the service which is 97 people. Data collection techniques in this study were interviews, observation and literature study. The analysis (design) technique that will be carried out describes the research variables examining customer satisfaction indicators, which of course using tabulation namely frequency tabulation of respondents 'answers to research questions, then a evaluation of percentages (%) is carried out to find answers to respondents' questions. The result of the study shows that the variables of reliability, responsiveness, assurance, and empathy are very satisfying.**

Keywords—Customer Satisfaction; real, reliability, responsiveness, assurance

I. INTRODUCTION

Basically, there are three functions of government along with the rolling of autonomy and reform, namely the function of government administration, the function of implementation of development, and the function of providing services to the community. In their capacity as public service providers, the government is required to fulfill and improve the quality of public services. public in the field of government is the drinking water service managed by the Ambon City Water Supply Company.

In line with the central policy and as the implementation of Law Number 5 of 1962 concerning Regional Enterprises, by the municipal government of Ambon Dati II was issued Regional Regulation Number 2 of 1976 concerning Amon City Regional Water Supply Company was established in 1976 with Ambon City Regional Regulation , which was subsequently endorsed by the Governor of Maluku Level I KDH at that time with Decree Number: KPTS.314 / GMAL / 1976. In the preparatory stage for 4 years, in 1979 a Decree of the Governor of Maluku KDH Level I was issued: KPTS.636 / GMAL / 1979 dated 30 October 1979 concerning the Submission of the Ambon City Water Supply System from the Maluku Provincial Public Works Office to the Mayor of Ambon's KDH Level II Ambon, the implementation of which was only carried out on September 1, 1980, since then the management of this system was carried out by the Ambon City Water Supply Company. Ambon City Water Supply Company has the main task of organizing drinking water management to improve the welfare of the community which includes social, health and public service aspects. Customer satisfaction is a crucial factor for bank success and it has the possibility to influence customer loyalty [1].

The company is engaged in the supply of clean water or drinking water for the benefit of the surrounding community that can be reached by the transmission or distribution channel or network. welfare and meet the needs of the community and employment in the company towards a just and prosperous society based on Pancasila and the 1945 Constitution.

Until now the number of customers of the Ambon City Water Supply Company has reached 9000 customers spread across several areas, including in the Nusaniwe Subdistrict which consists of several villages namely; Amahusu Village, Air Salobar, Benteng Atas, Benteng Bawah, Kuda Mati, Batu Gantung, and Amahusu. Hunipopu sub-district which consists of several villages namely; Waihaong, Puleh Tree, Silale and surrounding areas. Sirimau sub-district which consists of several villages namely; Batu Meja, Rear Soya, Batu Gajah, Skip and surroundings. Baguala Subdistrict which consists of several villages, namely: Galala Village, Small Hative, Halong Lateri, BTN Passo and BTN Wayame.

In this reform era, the Ambon City Water Supply Company has a very important role because it must be able to provide drinking water services to the community on an ongoing basis by prioritizing customer satisfaction, increasing the company's contribution to the Original Regional Revenue, increasing the professionalism of human resources and

preserving water sources. Judging from the strategic tasks, functions and objectives that must be carried out, the Ambon City Water Supply Company should improve all potentials it has in providing optimal services to the community in accordance with the vision and mission of the Ambon City Water Supply Company: Ambon City Water Supply Company Vision is "Developing Healthy, Independent and Prime in Sustainable Service".

The Ambon City Water Supply Company wants to provide drinking water services to the community on an ongoing basis by prioritizing customer satisfaction, the Ambon City Water Supply Company wants to provide the best service to its customers. Every customer of the Ambon City Water Supply Company expects good service. Service is said to be good if: 1) Fast, meaning that to get service people or customers do not need to wait too long. 2) On time, meaning that people or customers can get their needs on time. desirable needs.

The service of the Ambon City Water Supply Company to the community is said to be of quality if at least the Ambon City Water Supply Company has been able to carry out services that are fast, timely and correct. However, according to the author's observations, there are several indications - indications of problems related to Customer Satisfaction, among others: Lack of company ability to provide appropriate and reliable services. If damage or installation of a leaky pipe occurs, the level of repair is long, the company is less helpful and provides service to customers quickly. The process of installing a new water installation is too convoluted, Lack of ability and politeness of employees. In the service sometimes the officer is not friendly so that the customer feels disappointed with the form of service received, Lack of employee understanding of customer needs and attention given by employees. Communication / notification that is sometimes not conveyed to customers about the scheduled shutdown of water flow, Lack of supporting facilities and infrastructure such as, narrow payment counters and lack of communication tools for field operations.

Satisfaction as a person's level of equality after comparing the perceived performance (results) with expectations [2]. Satisfaction is essentially related to a person's needs factor (customer). If someone's needs are met then that person feels satisfied, and vice versa [3]. Customer satisfaction can create customer loyalty and loyalty to the company. By paying attention to 5 (five) dimensions of service quality, a company can provide the best service so that it can provide satisfaction to customers [4].

Satisfaction is the level of one's feelings after comparing the performance / results felt with expectations [5]. So, the level of satisfaction is a function of the difference between perceived performance and expectations. If the performance is below expectations, the customer will be disappointed. If the performance is in line with expectations, the customer will be satisfied and if the performance exceeds expectations, the customer will feel very satisfied. Satisfied customers will be loyal longer, are less price sensitive and make good comments about the company.

Customer satisfaction: "A measure of how your organization's total product performance relates to a set of customer requirements", which means that goods or services can satisfy customers when performance is related to customer demand [6]. Customer satisfaction is created from two interrelated elements namely perception and expectations [7]. The general model to develop and use a customer satisfaction questionnaire can be seen in figure 1 [8].

Figure 1. General Model for developing and using customer satisfaction questionnaires.

Customer loyalty is an important strategic objective for all managers [9]. Customer satisfaction strategies in general a company adopts a combination of offensive and defensive business strategies. Offensive strategies are primarily aimed at gaining or gaining new customers [10]. By implementing this strategy, the company is expected to increase market share, sales and the number of customers. Company attention is generally more focused on offensive strategies. If companies pay attention to offensive strategies and ignore defensive strategies, then survival can be threatened at any time. The strategies to keep customer satisfaction trust and loyalty on one site challenge the actors in the business [11]. These rules were presented to the company's sales and marketing managers who believed that they provided them with valuable information for creating strategies to increase customer satisfaction and retention [12].

II. METHODS

This research uses descriptive qualitative approach. The population in this study were all customers of the Ambon City Water Supply Company which numbered 9000 customers. 97 people were selected as incent sampling techniques. Data collection techniques in this study were interviews, observation and literature study. The analysis (design) technique that will be carried out is the description of the research variables including indicators of customer satisfaction, which is of course using tabulating the frequency tabulation of respondents 'answers to the research questions, then a percentage assessment (%) is carried out to determine the tendency of the respondents' answers.

III. FINDINGS AND DISCUSSION

The main problem in this study is the extent of customer satisfaction in the Municipal Water Supply Company of Ambon City. To answer the above problems, data collection is done through field research related to customer satisfaction variables in the Ambon City Water Supply Company. Data analysis in the research process is a very urgent factor because

it is a stage that presents a series of information in an objective and rational manner about the data / facts found in more rational and objective research.

To find out the condition of each indicator based on respondents' responses as a result of field research, the following indicators will be displayed as follows:

1. Tangible

This indicator relates to the appearance of physical facilities, equipment, personnel, and communication tools. Tangible Dimensions can be observed from the sub-variables Cleanliness and tidiness of the officers dressed, general service office cleanliness, comfort of the service office waiting room. The following responses of respondents regarding the cleanliness and neatness of the dress counters from service officers at the Ambon City Water Supply Company is shown in Table 1.

Table 1. Respondents' Responses about Cleanliness and the DressNeatness of theOfficers

No	Response	I	F	F . I	%
1.	Very clean and neat	4	12	48	19,28
2.	Clean and neat	3	40	120	48,19
3.	Less clean and neat	2	36	72	28,92
4.	Not clean and neat	1	9	9	3,61
T o t a l			97	249	100
Average percentage			65%		
Average score			2,6		

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 12 people with a value of 48 (19.28%) said that they were very clean and neat how to dress service officers, as many as 40 people with a value of 120 (48.19%) said clean and neat ways dressed by service officers, 36 people with a value of 73 (28.92%) said less clean and neat how to dress service officers, and as many as 9 people with a value of 9 (3.61%) said not clean and neat how to dress service officers.

Furthermore, to see customer satisfaction from Tangible dimensions in the second sub-variable, namely general service office cleanliness, it can be seen in the Table 2.

Table 2. Respondents' Responses About Cleanliness of the Office

No	Response	I	F	F . I	%
1	Very clean	4	15	60	24,39
2	Clean	3	32	96	39,02
3	Less Clean	2	40	80	32,53
4	Not Clean	1	10	10	4,06
T o t a l			97	246	100
Average percentage			63%		
Average score			2,5		

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 15 people with a value of 60

(24.39%) said that the service office was very clean, as many as 32 people with a value of 96 (39.02%) said the service office was clean, as many as 40 people with a value of 80 (32.53%) said the service office was less clean, and as many as 10 people with a value of 10 (4.06%) said the service office was not clean. Furthermore, to see customer satisfaction from the Tangible dimension in the third sub-variable, namely the comfort of the service office waiting room, it can be seen in the Table 3.

Table 3. Respondents' Responses About the Comfort of theWaiting Room of the Office

No	Response	I	F	F . I	%
1.	Very Comfortable	4	25	100	35,46
2.	Comfortable	3	47	141	50,00
3.	Less Comfortable	2	16	32	11,35
4.	Not Comfortable	1	9	9	3,19
T o t a l			97	282	100
Average percentage			60%		
Average score			2,4		

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 25 people with a value of 100 (35.46%) said the waiting room was very comfortable, as many as 47 people with a value of 141 (50.00%) said the waiting room was comfortable, as many as 16 people with a value of 32 (11.35%) said the waiting room was less comfortable, and as many as 9 people with a value of 9 (3.19%) said the waiting room was uncomfortable.

2. Reliability

This indicator is related to the ability to provide services accurately. The Reliability dimension can be observed from the convenience sub-indicator in the process of registering to become a new customer, the ease in payment of accounts in the counters and the implementation of recording at the customer's home. Can be seen in the Table 4.

Table 4. Respondents' Responses About the Ease of Registration Process to Become a New Customer

No	Response	I	F	F . I	%
1.	Very Easy	4	38	152	48,56
2.	Easy	3	47	141	45,05
3.	Quite Easy	2	8	16	5,11
4.	Not Easy	1	4	4	1,28
T o t a l			97	313	100
Average percentage			80%		
Average score			3,2		

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: As many as 38 people with a value of 152 (48.56%) said it was very easy in the process of registering to become a new customer, as many as 47 people with a value of 141 (45.05%) said it was easy in the registration process Being

a new customer, as many as 8 people with a value of 16 (5.11%) said it was not easy in the registration process to become a new customer, and as many as 4 people with a value of 4 (1.28%) said it was not easy in the process of registering to become a new customer. Furthermore, to see customer satisfaction from the dimensions of Reliability in the second sub-variable namely Ease of payment of accounts at the counter, then it can be seen in the Table 5.

Table 5. Respondents' Response About the Ease of Processing the Payment Accounts

No	Response	I	F	F . I	%
1.	Very Easy	4	31	124	42,61
2.	Easy	3	43	129	44,33
3.	Quite Easy	2	15	30	10,31
4.	Not Easy	1	8	8	2,75
T o t a l			97	291	100
Percentage average		75%			
Average score		3,0			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 31 people with a value of 124 (42.61%) said that it was very easy in account payments, 43 people with a value of 129 (44.33%) said it was easy in account payments, as many as 15 people with a value of 30 (10.31%) said it was not easy in account payments, and as many as 8 people with a value of 8 (2.75%) said it was not easy in account payments. Furthermore, to see customer satisfaction from the dimensions of Reliability in the third sub-variable, namely the Smooth Implementation of Recording at the customer's home, then it can be seen in the Table 6.

Table 6. Respondents 'Responses About the Smoothness of the Recording at Customers' Homes

No	Response	I	F	F . I	%
1.	Very Smooth	4	29	116	41,13
2.	Smooth	3	40	120	42,55
3.	Less Smooth	2	18	36	12,76
4.	Not Smooth	1	10	10	3,55
T o t a l			97	282	100
Average percentage		73%			
Average score		2,9			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 29 people with a rating of 116 (41.13%) said that they were very fluent in recording at the customer's home, as many as 40 people with a value of 120 (42.55%) said that they were fluent in recording at home customers, as many as 18 people with a value of 36 (12.76%) said not smooth in recording at the customer's home, and as many as 10 people with a value of 10 (3.55%) said not smooth in recording at the customer's home.

3. Responsiveness
This indicator is related to the speed and responsiveness of officers in providing services. The dimension of

Responsiveness (Fast and Responsive) can be observed from the sub indicators of politeness and responsiveness of officers in administrative services of new customers, the speed and responsiveness of officers in the process of payment of accounts, the responsiveness of recording officers in carrying out records. Can be seen in the Table 7.

Table 7. Respondents 'Responses About Officers' Politeness And Responsiveness In New Customer Administration Services

No	Response	I	F	F . I	%
1.	Very Polite and	4	39	156	49,21
2.	Responsive	3	47	141	44,48
3.	Polite and Responsive	2	9	18	5,68
4.	Less Polite and Responsive Not Polite and Responsive	1	2	2	0,63
T o t a l			97	317	100
Average percentage		83%			
Average score		3,3			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 39 people with a value of 156 (49.21%) said that they were very polite and responsive to the administration of new customer service, as many as 47 people with a value of 141 (44.48%) said polite and response officers in the administration service of new customers, as many as 9 people with a value of 18 (5.65%) said less polite and responsive officers in administrative services of new customers, and as many as 2 people with a value of 2 (0.63%) said not polite and responsive clerk in the new customer administration service. Furthermore, to see customer satisfaction from the dimension of Responsiveness (Fast and Responsive) on the second sub variable, namely the speed and responsiveness of officers in the account payment process, it can be seen in the Table 8.

Table 8. Respondents' Responses aboutthe Speed and Responsibility of Officers in the Account Payment Process

No	Response	I	F	F . I	%
1.	Very fast and	4	35	140	46,05
2.	Responsive	3	45	135	44,41
3.	Fast and Responsive	2	12	24	7,90
4.	Not fast and Less Responsive Slow and Not Responsive	1	5	5	1,64
T o t a l			97	304	100
Average percentage		78%			
Average score		3,1			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 35 people with a value of 140 (46.05%) said that the officer was very fast and responsive in the account payment process, as many as 45 people with a value of 135 (44.41%) said the officer was fast and responsive

in the account payment process, as many as 12 people with a value of 24 (7.90%) said the officer was less fast and responsive in the account payment process, and as many as 5 people with a value of 5 (1.64%) said the officer was not fast and responsive in the process account payment. Furthermore, to see customer satisfaction from the dimension of Responsiveness on the third sub-variable, namely the response of the registrar in carrying out the recording of the meter, then it can be seen in the Table 9.

Table 9. Response of Respondents Regarding the Responsibilities of the Registrar in Implementing the Recording of the Meters

No	Response	I	F	F . I	%
1.	Very Responsive	4	27	108	38,43
2.	Responsive	3	44	132	46,98
3.	Less Responsive	2	15	30	10,68
4.	Not Responsive	1	11	11	3,91
T o t a l			97	281	100
Average percentage		73%			
Average score		2,9			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 27 people with a value of 108 (38.43%) said that officers were very responsive in carrying out recording meters, as many as 44 people with a value of 132 (46.98%) said officers were responsive in carrying out recording meters, as many as 15 people with a value of 30 (10.68%) said officers were less responsive in carrying out recording of meters, and as many as 11 people with a value of 11 (3.91%) said officers were not responsive in carrying out recording of meters.

4. Assurance

This indicator relates to the staff's courtesy and politeness and trustworthiness. The dimension of Assurance can be observed from the sub-indicators of hospitality and courtesy of the complaints recipient in providing services, the honesty of the officers in paying for new connections, the skills of the technical officer in handling technical problems. It can be seen in the Table 10.

Table 10. Respondents' Responses aboutthe Officers' Hospitality and Courtesy in Receiving Complaints while Providing Services

No	Response	I	F	F . I	%
1.	Very Friendly and Polite	4	25	100	36,36
2.	Polite	3	41	123	44,73
3.	Friendly and Polite	2	21	42	15,27
4.	Less Friendly and Polite	1	10	10	3,64
	Not Friendly and Polite				
T o t a l			97	275	100
Average percentage		70%			
Average score		2,8			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 25 people with a score of 100 (36.36%) said that the recipient of the complaint was very friendly and polite in providing services, as many as 41 people with a value of 123 (44.73%) said the receiving officer friendly and polite complaints in providing services, as many as 21 people with a value of 42 (15.27%) said the officers receiving complaints were less friendly and polite in providing services, and as many as 10 people with a value of 10 (3.64%) said the complaints receiving officers were not friendly and polite in providing services. Furthermore, to see customer satisfaction from the Assurance dimension of the second sub-variable, namely Honesty of officers in payment of new connections, it can be seen in the Table 11.

Table 11. Respondents Response aboutthe Officers' Honesty Regarding the New Connection Payment

No	Response	I	F	F . I	%
1.	Very Honest	4	35	140	45,45
2.	Honest	3	49	147	47,73
3.	Less Honest	2	8	16	5,19
4.	Not Honest	1	5	5	1,62
T o t a l			97	308	100
Average percentage		80%			
Average score		3,2			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 35 people with a value of 140 (45.45%) said that officers were very honest in paying new connections, as many as 49 people with a value of 147 (47.73%) said officers were honest in payment of connections new, as many as 8 people with a value of 16 (5.19%) said officers were not honest in payment of new connections, and as many as 5 people with a value of 5 (1.62%) said officers were not honest in payment of new connections. Furthermore, to see customer satisfaction from the dimension of Assurance (Guarantee). On the third sub-variable, namely the skills of technical officers in dealing with technical problems, it can be seen in the Table 12.

Table 12. Respondents' Responses About the Skills of Internal Engineering Officers Dealing with Technical Problems

No	Response	I	F	F . I	%
1.	Very Capable	4	32	128	41,97
2.	Capable	3	51	153	50,16
3.	Less Capable	2	10	20	6,56
4.	Not Capable	1	4	4	1,31
T o t a l			97	305	100
Average percentage		78%			
Average score		3,1			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 32 people with a value of 128 (41.97%) said that the technical officer was very skilled in handling technical problems, as many as 51 people with a value of 153 (50.16%) said that the officer was skilled in

dealing with technical problems, as many as 10 people with a value of 20 (6.56%) said that technical officers were less skilled in handling technical problems, and as many as 4 people with a value of 4 (1.31%) said that technical officers were not skilled in handling technical problems.

5. Emphaty

This indicator relates to individual officers' attention to customers and understanding customer needs. Dimension of Empathy (Empathy) can be observed from the sub-indicator of the attitude of officers at payment counters, the sensitivity of complaints and complaints recipients to information needs, and the attitude of technical officers towards customers in carrying out their duties. Can be seen in the Table 13.

Table 13. Respondents' Responses aboutthe Officers' Attitude at Payment Counters

No	Response	I	F	F . I	%
1.	Very Friendly	4	35	140	45,45
2.	Friendly	3	48	144	46,75
3.	Less Friendly	2	10	20	6,49
4.	Not Friendly	1	4	4	1,30
T o t a l			97	308	100
Average percentage		78%			
Average score		3,1			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 35 people with a value of 140 (45.45%) said that officers were very friendly at payment counters, as many as 48 people with a value of 144 (46.75%) said officers were friendly at the counter payment counters, 10 people with a value of 20 (6.49%) said officers less friendly at payment counters, and as many as 4 people with a value of 4 (1.30%) said officers did not friendly at payment counters. Furthermore, to see customer satisfaction from the dimension Emphaty. On the second sub-variable, which is the sensitivity of the complaints recipient or complaint officer to the information needs, it can be seen in the Table 14.

Table 14. Respondents' Responses about the Responsiveness of the Officers in Receiving Complaints and Delation toward the Information Needs

No	Response	I	F	F . I	%
1.	Very Responsive	4	27	108	38,30
2.	Responsive	3	42	126	44,68
3.	Less Responsive	2	20	40	14,18
4.	Not Responsive	1	8	8	2,84
T o t a l			97	282	100
Average percentage		73%			
Average score		2,9			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 27 people with a value of 108 (38.30%) said that officers were very sensitive in receiving complaints or complaints about information needs, as many as 42 people with a value of 126 (44.68%) said officers sensitive in receiving complaints or complaints about information

needs, as many as 20 people with a value of 40 (14.18%) said officers were less sensitive in receiving complaints or complaints about information, and as many as 8 people with a value of 8 (2.84%) said officers were not sensitive in receiving complaints or complaints against information. Furthermore, to see customer satisfaction from the dimension of empathy on the third sub-variable, which is the attitude of technical officers towards customers in carrying out their duties, then it can be seen in the Table 15.

Table 15. Respondents' Responses aboutthe Attitudes of the Officers toward Customers in Carrying Out Their Duties

No	Response	I	F	F . I	%
1.	Very Friendly	4	33	132	42,99
2.	Friendly	3	50	150	48,86
3.	Less Friendly	2	11	22	7,17
4.	Not Friendly	1	3	3	0,98
T o t a l			97	307	100
Average percentage		80%			
Average score		3,2			

Source: Processed questionnaire results

Based on the table above, the respondent's response shows the following: A total of 33 people with a value of 132 (42.99%) said that technical officers are very attitude towards customers in carrying out their duties, as many as 50 people with a value of 150 (48.86%) towards customers in carrying out their duties, as many as 11 people with a value of 22 (7.17%) said that the technical officers lacked attitude towards customers in carrying out their duties, and as many as 3 people with a value of 3 (0.98%) said the technical officers did not attitude towards customers in carry out their duties.

IV. CONCLUSION

The results shows that the five indicators of customer satisfaction, namely Tangible (invisible) in this dimension, the comfort of the waiting room of the service office. Not in accordance with customer expectations, while the cleanliness and neatness of officers'dress, and cleanliness, Reliabilityon this dimension, namely the ease in the process of registering to become a new customer, the ease of payment of accounts in the counters and the implementation of recording at the customer's home, responsiveness on this dimension, namely the politeness and responsiveness of officers in administrative services of new customers, the speed and responsiveness of officers in the process of payment of accounts, the responsiveness of the registrar in carrying out records, assurance on this dimension, namely the hospitality and courtesy of officers receiving complaints in providing services, honesty officers in payment for new connections, skills of technical officers in handling technical problems, emphaty on this dimension, namely hospitality and courtesy of complaints recipients in providing services, honesty of officers in payment of new connections, skills of the officers in dealing with technical problems.

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