

## **THE INFLUENCE OF SERVICE QUALITY AND CLEAN WATER PRODUCT QUALITY ON CUSTOMER SATISFACTION AT PDAM TIRTA JENEBERANG GOWA DISTRICT**

**Wahyuni<sup>1</sup>, Andi Mappatempo<sup>2</sup>, Syarthini Indrayani<sup>3</sup>**

Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah  
Makassar, Indonesia

\*Corresponding Author

[wahynumatahari01@gmail.com](mailto:wahynumatahari01@gmail.com)<sup>1)</sup> [andi.mappatempo@unismuh.ac.id](mailto:andi.mappatempo@unismuh.ac.id)<sup>2)</sup> [syarthinii@gmail.com](mailto:syarthinii@gmail.com)<sup>3)</sup>

### *Abstract*

*This research aims to determine the effect of service quality and clean water product quality on customer satisfaction at PDAM Tirta Jeneberang, Gowa Regency. The research method used is quantitative with a descriptive approach. The research location was carried out at PDAM Tirta Jeneberang, Gowa Regency, over a 3 month period. Data was collected through questionnaires and analyzed using descriptive statistical methods through applications Statistical Package for the Social Science (SPSS) 27. The results obtained from this research show that service quality (X1) and clean water product quality (X2) have a positive and significant effect on customer satisfaction.*

**Keywords :** *Service Quality, Clean Water Product Quality, Customer Satisfaction*

## **INTRODUCTION**

Clean water suitable for drinking is something that is very important and has potential considering that it is directly related to the community. That is why it is important to maintain the sustainability of clean water and have it managed by professional staff. For this reason, government intervention is needed to improve the health of the community by providing clean water that is suitable for drinking. It seems that the Indonesian government itself is quite responsive to the importance of the availability of clean water for the survival of its people. This can be ensured by the formation of a clean water supply service company where the management is handed over to each level II region or district. PDAM TIRTA JENEBERANG Gowa Regency is one of the government companies whose management is handed over to the regional government, in this case the Gowa Regency Regional Government.

According to Abdul Mahsyar (2003), the quality of service depends on aspects, such as implementation patterns, support from Human Resources (HR), and institutional management. It can be said that support, Human Resources also have an important influence in managing an organization. The government here must be able to serve the community fairly, transparently and not burden the community. The main task and function of a government is to serve its people. As also stated by Kasmir, quoted by Abdul Mahsyar (2017), service is every activity that is oriented towards providing satisfaction to customers, through services provided to fulfill customers' desires and needs. Bureaucracy in the Public sector. Which is basically presented to provide services to the community itself. Even though public bureaucracy has different characteristics from business organizations, in carrying out its Mission, Goals and Programs, it

follows the principles of effectiveness, efficiency, and positions the community as stakeholders who must provide good service as quoted by Sugandi in Septia (2017).

One of the basic daily needs of living things that cannot be separated is water. Where water has a very important role, to support the prosperity and welfare of society. Regional Drinking Water Company (PDAM), is one of the companies, owned by a provincial or regency area and/or city area which is engaged in the management and provision of clean water. PDAM is a company that is not only community-oriented, but also profit-oriented. Some of the profits generated by the company are transferred to the government to increase local revenue. However, in reality, the majority of PDAMs in Indonesia experience losses so they cannot contribute to local revenue.

The aim of PDAM Tirta Jeneberang Gowa Regency is to prioritize alert, responsive and friendly management and service to customers. The vision of PDAM Tirta Jeneberang, Gowa Regency is to become an independent and professional PDAM that prioritizes satisfaction and provides excellent service to the community, and its mission is to become a regional drinking water company that provides water that meets the requirements.

Based on observations, data collected from the Customer Relations Department (HUBLA) of the Regional Public Drinking Water Company Tirta Jeneberang Kabupaten Gowa in 2023 showed that 162 individuals predominantly reported issues related to non-flowing water, 109 individuals reported pipe leaks, and 103 individuals reported meter reading discrepancies.

## **RESEARCH METHODS**

In this study, the author employed a quantitative method utilizing and developing mathematical models, theories, or hypotheses related to natural phenomena. The research measurement process involved sampling from the population and using questionnaires as a data collection tool. The survey method design used in this research is quantitative descriptive.

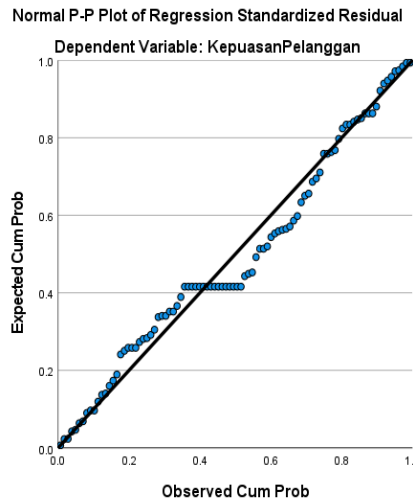
This research is included in the quantitative descriptive research category because it involves concept development and data collection to examine the influence of service quality and clean water product quality on customer satisfaction at PDAM Tirta Jeneberang, Gowa Regency. Data collection techniques in this research include observation, questionnaires, interviews and documentation.

The data analysis method employed in this research utilized quantitative descriptive analysis, validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing.

**RESULTS AND DISCUSSION**

**1. Result**

Picture 1. Normality test



**Table 1. Regression Test**

| Variable                    | Dependent variable    | B     | Beta  | t     | Sig  | Information         |
|-----------------------------|-----------------------|-------|-------|-------|------|---------------------|
| Service quality             | Customer satisfaction | 0,449 | 0,468 | 5,326 | 0,00 | Hypothesis Accepted |
| Clean Water Product Quality | Customer satisfaction | 0,42  | 0,387 | 4,396 | 0,00 | Hypothesis Accepted |
| R = 0,782                   | Sig = 0,000           |       |       |       |      |                     |
| R Square = 0,612            |                       |       |       |       |      |                     |
| F = 71,630                  |                       |       |       |       |      |                     |

**a) Uji Parsial (Uji-t)**

- 1) For the variable (X1) service quality, t calculated is 5.326 which is greater than t table = 0.2028 ( $5.326 > 0.2028$ ) with a significance level of 0.00 which means H1 is accepted. Thus, the first hypothesis of this assessment is proven, meaning that there is a significant influence of service quality on customer satisfaction at PDAM Tirta Jeneberang, Gowa Regency.
- 2) For the variable (X2) clean water product quality, t calculated is 4.296 which is greater than t table = 0.2028 ( $4.296 > 0.2028$ ) with a significance level of 0.00 which means H2 is accepted. Thus, the first hypothesis of this assessment is proven, meaning that there is a significant influence of clean water product quality on customer satisfaction at PDAM Tirta Jeneberang, Gowa Regency.

**b) Model Test (F-Test)**

1) Based on the Sig value. from Anova Output

Based on the table, the F test results can be seen that the Sig. What is obtained is  $0.00 < 0.05$ , so according to the basis of decision making in the F test it can be concluded that the test is 71,630 and the rest is unknown due to the limitations of measuring instruments in expressing facts in the field. Berdasarkan perbandingan nilai F hitung dan F tabel,  $F \text{ tabel} = (k; n-k) = (2; 94-2) = (2; 92)$ , maka  $F \text{ tabel} = 3,095$ .

2) Based on the SPSS output table above, it is known that the calculated F value is 71,630. Because the calculated F value is  $71,630 > F \text{ table } 3.095$ , then as is the basis for decision making in the F test, it can be concluded that the variables of service quality (X1) and clean water product quality (X2) have a positive influence on customer satisfaction (Y)

**2. Data Quality Test**

**a. Validity Test**

**Table 2**  
**validity testing result**

| Variable | Statement |        | Person<br>Corelation<br>r count | sig   | Statement |
|----------|-----------|--------|---------------------------------|-------|-----------|
| X1       | X1.1      | X1.1.1 | 0,618                           | 0,000 | Valid     |
|          |           | X1.1.2 | 0,608                           | 0,000 | Valid     |
|          | X1.2      | X1.2.1 | 0,622                           | 0,000 | Valid     |
|          |           | X1.2.2 | 0,747                           | 0,000 | Valid     |
|          | X1.3      | X1.3.1 | 0,741                           | 0,000 | Valid     |
|          |           | X1.3.2 | 0,567                           | 0,000 | Valid     |
|          | X1.4      | X1.4.1 | 0,773                           | 0,000 | Valid     |
|          |           | X1.4.2 | 0,734                           | 0,000 | Valid     |
|          | X1.5      | X1.5.1 | 0,498                           | 0,000 | Valid     |
|          |           | X1.5.2 | 0,499                           | 0,000 | Valid     |
| X2       | X2.1      | X2.1.1 | 0,408                           | 0,000 | Valid     |
|          |           | X2.1.2 | 0,533                           | 0,000 | Valid     |
|          |           | X2.1.3 | 0,617                           | 0,000 | Valid     |
|          | X2.2      | X2.2.1 | 0,595                           | 0,000 | Valid     |
|          |           | X2.2.2 | 0,612                           | 0,000 | Valid     |
|          |           | X2.2.3 | 0,471                           | 0,000 | Valid     |
|          | X2.3      | X2.3.1 | 0,765                           | 0,000 | Valid     |
|          |           | X2.3.2 | 0,613                           | 0,000 | Valid     |
|          |           | X2.3.3 | 0,765                           | 0,000 | Valid     |
| Y        | Y1        | Y1.1   | 0,528                           | 0,000 | Valid     |
|          |           | Y1.2   | 0,310                           | 0,002 | Valid     |
|          | Y2        | Y2.1   | 0,609                           | 0,000 | Valid     |
|          |           | Y2.2   | 0,610                           | 0,000 | Valid     |
|          | Y3        | Y3.1   | 0,521                           | 0,000 | Valid     |
|          |           | Y3.2   | 0,721                           | 0,000 | Valid     |
|          | Y4        | Y4.1   | 0,541                           | 0,000 | Valid     |
|          |           | Y4.2   | 0,588                           | 0,000 | Valid     |
|          | Y5        | Y5.1   | 0,634                           | 0,000 | Valid     |
|          |           | Y5.2   | 0,706                           | 0,000 | Valid     |

## b. Reliability test

**Table 3**  
**Reliability testing result**

| Variable  | Cronbach's<br><i>Alpha</i> | N Of Items | Statement |
|---|----------------------------|------------|-----------|
| Service quality (X1)<br>Clean Water Product<br>Quality (X2) | 839                        | 10         | Reliable  |
| Customer satisfaction (Y)                                   | 775                        | 9          | Reliable  |
|   | 773                        | 10         | Reliable  |

The results of the reliability test indicate that all variables are deemed reliable as they have exceeded the reliability coefficient threshold. Therefore, the items within each variable concept are considered suitable for further use as measurement tools.

## CONCLUSION

Based on the results obtained regarding the variables of Service Quality and Clean Water Product Quality on Customer Satisfaction at PDAM Tirta Jeneberang, Gowa Regency, it can be concluded as follows:

1. Based on the results of the research conducted, it can be seen and proven that the Service Quality variable has a positive and significant effect on Customer Satisfaction at PDAM Tirta Jeneberang, Gowa Regency.
2. Based on the results of the research conducted, it can be seen and proven that the Clean Water Product Quality variable has a positive and significant effect on Customer Satisfaction at PDAM Tirta Jeneberang, Gowa Regency.

## REFERENCES

- Achmad , & M. (2010). Teori-Teori Mutakhir Administrasi Publik. In *Yogyakarta: Rangkang Education*.
- Arianto, Nurmin, & Difa, S. A. (2020). Pengaruh kualitas pelayanan dan kualitas produk terhadap minat beli konsumen pada PT Nirwana Gemilang Property. *Jurnal Disrupsi Bisnis* 3.2.
- Arikunto, S. (2006). *Prosedur penelitian : Suatu Pengantar Praktik*. Jakarta: Rineka Cipta.
- Arukonto S. (2006). In *Prosedur Penelitian Suatu Pendekatan Praktik* (p. Jakarta: Rineka Cipta.).
- Aryani D. (2010). Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Tidak diterbitkan. Universitas Hasanuddin: Makassar*. .

- Candra, Angelica, B., & Megawati, M. (2022). Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Konsumen pada Brasserie Resto di Kota Palembang 2021–2022. *Publikasi Riaet Mahasiswa Manajemen 4.1*, 36-42.
- Dedi, Asep, & Alfandi, Y. (2022). Pengaruh Kualitas Pelayanan dan Fasilitas Hotel terhadap Kepuasan Pelanggan di Sari Ater Hot Springsresortciater. *Jurnal Sains Manajemen 4.1*, 18-25.
- Gasprsz. (2004). *Production Planning and Inventory Control*. Jakarta : PT Gramedia Pustaka Utama.