

ABSTRAK

PERUMDA AM pada Unit Pelayanan Langsa Baro terdapat sebanyak 1085 pelanggan. Permasalahan di lapangan adalah terdapat banyak keluhan dari pelanggan PERUMDA AM Tirta Keumueneng seperti air tidak mengalir, sehingga pelanggan memilih menggunakan air sungai atau air sumur untuk kebutuhan sehari-hari, air terus mengalir tanpa sepengetahuan pelanggan sehingga tarif air meningkat, oleh karena itu PERUMDA AM perlu memperhatikan dan meningkatkan kualitas pelayanan berdasarkan kebutuhan dan keinginan pelanggan. Tujuan dari penelitian ini adalah mengetahui pengaruh kualitas pelayanan terhadap kepuasan pelanggan, Serta mengetahui usulan perbaikan peningkatan kualitas pelayanan di PERUMDA AM Tirta Keumueneng. Penelitian ini menggunakan metode *service quality* dan *structural equation modeling*. Hasil dari penelitian ini didapatkan bahwa kualitas pelayanan berpengaruh positif pada kepuasan pelanggan, dengan seluruh nilai *p value* < 0,05. Hal ini berarti Kualitas pelayanan sangat berpengaruh terhadap kepuasan pelanggan PERUMDA AM Tirta Keumueneng. Berdasarkan usulan perbaikan peningkatan kualitas pelayanan di PERUMDA AM Tirta Keumueneng menggunakan *service quality* hanya 3 dari 6 bernilai positif dan *structural equation modeling* didapatkan 10 indikator yang tidak signifikan dengan probabilitas diatas tingkat signifikansi 0,001 yakni indikator T4, T5, Rel2, Rel4, Res2, Res4, A3, A4, Emp2, Emp4 dan KP2. Sehingga dapat disimpulkan bahwa kualitas pelayanan PERUMDA AM yang ada saat ini belum maksimal karena terdapat lebih dari 5 indikator yang membuat pelanggan merasa tidak puas dengan pelayanan PERUMDA AM Tirta Keumueneng, maka perlu dilakukan upaya perbaikan pelayanan untuk peningkatan kualitas pelayanan.

Kata kunci: *Service Quality, Structural Equation Modelling*

ABSTRACT

PERUMDA AM in the Langsa Baro Service Unit has 1085 customers. The problem in the field is that there are many complaints from PERUMDA AM Tirta Keumueneng customers such as water not flowing, so customers choose to use river water or well water for their daily needs, water continues to flow without the knowledge of customers so that water rates increase, therefore PERUMDA AM needs to pay attention to and improve the quality of service based on the needs and desires of customers. The purpose of this study was to determine the effect of service quality on customer satisfaction, as well as to find out the suggestions for improving service quality at PERUMDA AM Tirta Keumueneng. This study uses the service quality method and structural equation modeling. The results of this study found that service quality has a positive effect on customer satisfaction, with all p values <0.05 . This means that the quality of service is very influential on customer satisfaction PERUMDA AM Tirta Keumueneng. Based on the proposed improvement of service quality improvement at PERUMDA AM Tirta Keumueneng using service quality, only 2 out of 5 were positive and structural equation modeling obtained 10 indicators that were not significant with a probability above the 0.001 significance level, namely indicators T4, T5, Rail2, Rail4, Res2, Res4, A3, A4, Emp2, Emp4 and KP2. So it can be concluded that the quality of the existing PERUMDA AM services is not optimal because there are more than 5 indicators that make customers feel dissatisfied with the services of PERUMDA AM Tirta Keumueneng, it is necessary to make efforts to improve service quality.

Keywords: Service Quality, Structural Equation Modelling