

## ABSTRAK

### ANALISIS PERSEPSI PELANGGAN TERHADAP KEBERLANJUTAN PELAYANAN SISTEM PENYEDIAAN AIR MINUM (SPAM) DI KABUPATEN PURWAKARTA

OLEH

HIDAYATUL LAILIAH

Penelitian ini bertujuan untuk menganalisis persepsi pelanggan terhadap keberlanjutan pelayanan Sistem Penyediaan Air Minum (SPAM) di Kabupaten Purwakarta, serta mengetahui faktor-faktor yang secara langsung dan tidak langsung berpengaruh terhadap keberlanjutan pelayanan SPAM melalui persepsi pelanggan. Metode yang digunakan survei dengan teknik pengambilan secara *purposive sampling*. Sampel penelitian berjumlah 100 rumah tangga pelanggan SPAM yang berada di tiga kelurahan di Kecamatan Purwakarta, yaitu Negeri Kaler, Ciseureuh, dan Negeri Kidul. Data dianalisis menggunakan *software* SmartPLS dengan teknik analisis jalur menggunakan *Partial Least Square* (PLS).

Hasil penelitian dapat disimpulkan bahwa persepsi pelanggan terhadap pelayanan SPAM di Kabupaten Purwakarta yang dinilai melalui dimensi pelayanan seperti bukti fisik, empati, kehandalan, daya tanggap, dan jaminan secara umum dinilai sudah cukup baik terutama karena sebagian pelanggan menilai air yang diterima sudah cukup bersih, layanan sudah tersedia, serta terdapat upaya dari pengelola dalam memberikan pelayanan kepada pelanggan. Keberlanjutan pelayanan SPAM di Kabupaten Purwakarta yang dinilai berdasarkan aspek teknologi, kelembagaan, ekonomi, sosial, dan lingkungan secara umum dinilai sudah cukup baik karena mampu memastikan ketersediaan air baku yang cukup sesuai dengan kebutuhan, pengaduan cepat ditangani, iuran yang dibayarkan sesuai dengan kualitas air yang diterima, air yang disediakan dapat diakses dengan mudah, dan sumber air yang ramah lingkungan. Faktor yang berpengaruh langsung terhadap persepsi pelanggan SPAM di Kabupaten Purwakarta adalah faktor internal yang mencakup lama berlangganan SPAM, motivasi pribadi, dan pengetahuan SPAM. Faktor Internal juga berpengaruh secara tidak langsung terhadap keberlanjutan pelayanan SPAM melalui persepsi pelanggan.

**Kata kunci:** keberlanjutan pelayanan, Partial Least Square (PLS), persepsi pelanggan, Sistem Penyediaan Air Minum (SPAM)

## **ABSTRACT**

### **ANALYSIS OF CUSTOMER PERCEPTIONS OF THE SUSTAINABILITY OF DRINKING WATER SUPPLY SYSTEM SERVICES IN PURWAKARTA REGENCY**

**BY**

**HIDAYATUL LAILIAH**

*This study aims to analyze customer perceptions of the sustainability of drinking water supply system services in Purwakarta Regency and to identify the factors that directly and indirectly influence the sustainability of drinking water supply system services through customer perceptions. The method used in this study was a survey with a purposive sampling technique. The research sample consisted of 100 household customers of SPAM located in three urban villages in Purwakarta District, namely Nageri Kaler, Ciseureuh, and Nageri Kidul. The data were analyzed using SmartPLS software with path analysis through the Partial Least Square (PLS) method. The results of the study indicate that customer perceptions of drinking water supply system services in Purwakarta Regency, assessed through service dimensions such as tangibles, empathy, reliability, responsiveness, and assurance, were generally considered fairly good. This is mainly because some customers perceived that the water they received was sufficiently clean, the service was available, and there were efforts from the management to provide services to customers. The sustainability of drinking water supply system services in Purwakarta Regency, assessed based on technological, institutional, economic, social, and environmental aspects, was also generally considered fairly good. This is reflected in the ability to ensure sufficient raw water availability according to customer needs, the prompt handling of complaints, water fees that are considered appropriate to the quality of water received, easy access to the provided water, and the use of environmentally friendly water sources. The factor that directly influences customer perceptions of drinking water supply system services in Purwakarta Regency is the internal factor, which includes the length of drinking water supply system subscription, personal motivation, and knowledge of drinking water supply system. Internal factors also indirectly influence the sustainability of Drinking Water Supply System services through customer perceptions.*

**Keywords:** *service sustainability, Partial Least Squares (PLS), customer perception, Drinking Water Supply System*