



## THE STAGE OF SUPERVISION CAN DETERMINE THE QUALITY OF SERVICE AND MARKETING OF CLEAN WATER

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### Info Artikel :

Diterima : 20 Oktober 2021

Disetujui : 26 Oktober 2021

Dipublikasikan : 29 Desember 2021

### ABSTRAK

Air merupakan salah satu kebutuhan yang sangat vital dan mutlak dibutuhkan oleh semua makhluk hidup terutama manusia. Dalam kehidupan sehari-hari, manusia tidak lepas dari kebutuhan akan air. Untuk itu, penyediaan air bersih sangat diperlukan untuk kebutuhan air minum. Teknik analisis data menggunakan rumus yang dihitung dengan bantuan SPSS. Penelitian ini menggunakan teori pengawasan, kualitas pelayanan dan teori pemasaran. Menggunakan data sekunder yaitu melalui dokumen-dokumen seperti struktur organisasi, visi misi, data realisasi, dll. Metode penelitian yang digunakan peneliti adalah metode kuantitatif dan metode kualitatif (mix-method) tepatnya explanatory mix-method design. Teknik pengumpulan data yang digunakan adalah data primer dengan melakukan wawancara dengan Manajer Pelayanan dan Pengawasan, observasi non partisipan, dan penyebaran kuesioner kepada 30 responden. Hasil penelitian menunjukkan bahwa Tahapan Pengawasan memberikan penilaian kualitas pelayanan dan pemasaran air bersih yang sama dan searah. Artinya jika pengawasan telah dilakukan dengan benar dan tepat maka kualitas pelayanan dan pemasaran juga akan baik dan sebaliknya jika pengawasan tidak baik maka kualitas pelayanan dan pemasaran juga tidak baik. Kendala yang dihadapi dalam pemantauan kualitas pelayanan dan pemasaran pada PDAM Wilayah Timur Rancaekek Kabupaten Bandung adalah sarana dan prasarana yang kurang baik serta daerah yang masih sulit dijangkau untuk memasarkan atau mendistribusikan air bersih karena pipa yang kecil dan sedikit. Upaya untuk mengatasi hal tersebut adalah dinas perlu memperbaiki dan meningkatkan sarana dan prasarana penunjang pelayanan serta melaksanakan waduk-waduk untuk pemasaran air bersih agar kualitas pelayanan dapat dilakukan secara cepat dan tepat kepada masyarakat.

**Kata Kunci:**  
Pengawasan,  
Kualitas  
Layanan,  
Pemasaran

### ABSTRACT

*Water is one of the most vital needs and absolutely needed by all living things, especially humans. In daily life, humans cannot be separated from their need for water. For this reason, the provision of clean water is indispensable for drinking water needs. Data analysis techniques use formulas that are calculated using SPSS assistance. This study uses the theory of supervision, service quality and marketing theory. Using secondary data, namely through documents such as organizational structure, vision and mission, realization data, etc. The research methods used by researchers are quantitative methods and qualitative methods (mix-method) to be*

**Keywords:**  
Supervision,  
Service Quality,  
Marketing

*precise an explanatory mix-method design. The data collection techniques used were primary data by conducting interviews with the Service and Supervision Manager, non-participant observation, and distributing questionnaires to 30 respondents. The results showed that the Supervision Stages provided the same and unidirectional assessment of service quality and clean water marketing. This means that if the supervision has been carried out correctly and appropriately, the quality of service and marketing will also be good and vice versa if the supervision is not good then the quality of service and marketing will be not good. The obstacles faced in monitoring the quality of service and marketing at the PDAM East Area Rancaekek Bandung Regency are poor facilities and infrastructure and areas that are still difficult to reach to market or distribute clean water due to small and few pipes. Efforts to overcome this are that the office needs to repair and improve facilities and infrastructure to support services and carry out reservoirs for marketing clean water so that service quality can be carried out quickly and precisely to the community.*

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## **INTRODUCTION**

Water is one of the most vital needs and absolutely needed by all living things, especially humans. In daily life, humans cannot be separated from their need for water. That is why the provision of clean water is necessary for drinking water.

Clean water that can be used to meet human needs is clean water that is colorless, tasteless, free from organic and inorganic pathogens as well as germs, but contains enough chemicals that the human body needs and is easily available to consumers. The need for clean water will continue to increase along with the increase in population, in addition, especially in urban areas the need for clean water becomes increasingly urgent, this is due to the scarcity of available clean water sources and the demands of urban life that require practical, fast fulfillment of clean water and still guaranteed health conditions.

Based on this article, the functions carried out by the Regional Companies in addition to public services also aim to generate revenue so that they can obtain the maximum possible profit. Regional companies are required to be able to provide the best possible service to the community. Improving the service quality of the Regional Drinking Water Company (PDAM) is important because it relates to customer satisfaction. In addition, in order for the service quality of the Regional Drinking Water Company to be good, it is necessary to have maximum supervision in services and to pay attention to the better marketing of clean water by the Regional Drinking Water Company to the community.

Supervision of government organizations is very important in evaluating employee performance and improving what is lacking in the service, because the movement of the service process cannot be kept away from supervision. Supervision carried out by the agency is very necessary to encourage employee morale or employee commitment in being accountable for their position and authority so that they are able to provide results from service products that can satisfy customers or people who receive services.

Marketing is one of the main activities that a company needs to carry out, be it a goods or service company, in an effort to maintain its business continuity. Regional Government as the organizer of government in the region in accordance with Bandung Regency Regional Regulation Number 10 of 2014 concerning Regional Drinking Water Company Tirta Raharja, Bandung Regency and Bandung Regency Regent Regulation Number 15 of 2016 concerning Organizational Structure, Main Duties, Functions and

Work Procedures of Regional Drinking Water Companies Tirta Raharja, Bandung Regency, there are regulations regarding all activities at PDAM Tirta Raharja Bandung Regency in order to provide good quality service to the community and all employee supervision is protected by government regulations.

PDAM Timur Rancaekek Region Bandung Regency which is the focus of discussion in this study through the Regional Drinking Water Company in Bandung Regency is required to be able to solve existing problems. As a business entity engaged in public services and pursuing revenue from the sale of clean water services, the Regional Drinking Water Company of Bandung Regency is increasingly faced with the challenge of continually improving the quality of its services with an orientation towards fulfilling and increasing community satisfaction, so that it can grow trust and at the same time bind the loyalty of society.

Based on the results of the research conducted in PDAM Timur Rancaekek, Bandung Regency, the researcher found various problems regarding public complaints about the quality of public services. This can be seen from several dimensions of the quality of public services as follows:

1. Tangibles means to be tangible.

The results of research at PDAM Timur Rancaekek Region of Bandung Regency, the researchers found that there were at least three information officers, but the problem was that only one active employee served while the other two often went out to help distribute customer billing accounts that were in arrears with joint employees. distribution. The small number of information officers serving the public or customers has resulted in the community or customers having to wait a long time so that customers have to wait their turn even because they are too long to wait until the customer returns home and has to come the next day. Service delays are also caused by inadequate office facilities, such as damaged computers and slow internet connections.

2. Reliability means reliability.

For example, the accuracy of targeting employees is still low, seen from the ability of employees to provide services when people want to subscribe to PDAM water. The quality of service provided by employees seems to be still not fast enough because it seems that there are still many people or customers who have to wait a long turn due to the number of service employees only one person is actively working because the other two people have to help distribution staff to the field to distribute water arrears problematic customers. Customers who come to the PDAM Timur Rancaekek Regional Office of Bandung Regency to request to subscribe to PDAM water are often mistaken about the inadequate requirements when applying for PDAM water subscriptions because employees do not provide clear information about the application requirements to subscribe to PDAM water so they have to return at the next day. The service quality provided by the employees of PDAM Timur Rancaekek Bandung Regency is still not thorough. This can be seen from the frequent errors in typing the application letters for PDAM water subscription. This typing error can be seen, for example, the wrong customer name or the address of the customer that does not match. As a result of the typo, the public or the customer had to go back to the PDAM office for repairs and had to come the next day.

Researchers suspect that the quality of public services provided by PDAM employees is still low due to, in part, the supervision that has not been implemented based on the following stages of supervision:

1. Corrective action has not been taken.

For example, the Manager of the Eastern Region of Rancaekek, Bandung Regency, has not been maximal in giving warnings to employees who come late and there are employees who leave during working hours for no apparent reason. The Manager of the Eastern Region of Rancaekek, Bandung Regency, has not been maximal in providing work directions to employees so that often there is misinformation, for example regarding the rules for PDAM water subscription requirements. As a result, many people or customers are wrong about the PDAM water subscription requirements.

2. The implementation standard is not yet in accordance with the main duties and functions of employees.

For example, the reality in the field is that the East Region Manager of PDAM Tirta Raharja Bandung Regency has not carried out routine work supervision. Work supervision is only carried out twice a year. Researchers often see that the Manager of the East Rancaekek Region of Bandung Regency is rarely in the room or in the office, making it difficult for employees when they need a signature. The manager of PDAM Timur Rancaekek, Bandung Regency is only in the office for about two to three days within five working days. In addition, the standard operating procedure stating requests to subscribe to PDAM water is unclear because the community is still mistaken with the PDAM water subscription requirements.

The next problem is how the strategy of the Regional Drinking Water Company in marketing clean water to the public to improve service quality. Currently, the marketing or distribution of water, especially in PDAM Timur Rancaekek, Bandung Regency, is currently not evenly distributed due to inadequate pipe capacity and areas that are difficult to reach. Based on marketing indicators, namely:

1. Place (Place)

Regional Drinking Water Company, especially in the East Area of Rancaekek, Bandung Regency, in terms of its less strategic location, making it difficult to reach and far from waterways such as rivers. Besides that, the problem is that there is bottled drinking water and clean water sold at the pick-up workers.

2. Product (product)

Regional Drinking Water Companies, especially in the East Rancaekek Area of Bandung Regency, in terms of products, have many water channels from the river, water needs are met and there are collective and personal programs for each installation. But the problem is that sometimes the water is cloudy.

## METHODS

This research uses a combination of quantitative methods and qualitative methods or a mix-method approach, to be precise an explanatory mix-method design. The quantitative data collected were obtained through non-participant observation, interviews and using questionnaires. After the data was collected, the researcher used data analysis techniques, namely the validity test, reliability test and regression test using SPSS. Meanwhile, qualitative data were collected from non-participant observation and interviews.

## RESEARCH RESULT

### Quantitative Research Results

Test results	Information																																	
<b>Validity</b>	Based on the results of the SPSS calculation, the monitoring indicators of 20 items are valid, while the indicators of service quality have 2 items that are declared invalid. The next valid items will be included in the next analysis and those that are invalid will not be included.																																	
<b>Reliability</b>	<table border="1"> <thead> <tr> <th>Variable</th> <th>Reliability Value</th> <th>Reliability Criteria</th> <th colspan="3">Information</th> </tr> </thead> <tbody> <tr> <td>Supervision</td> <td>0,800</td> <td>0,6</td> <td colspan="3">Reliable</td> </tr> <tr> <td>Service quality</td> <td>0,846</td> <td>0,6</td> <td colspan="3">Reliable</td> </tr> </tbody> </table> <p>The reliability of the supervision variables and the quality of service above shows that the standardized item alpha variable of supervision and the variable of Service Quality is at the standard reliability index. The Supervision variable is 0.800 and the Service Quality variable is 0.846, which means that the reliability is &gt; 0.6, it can be said that the two variables are reliable.</p>					Variable	Reliability Value	Reliability Criteria	Information			Supervision	0,800	0,6	Reliable			Service quality	0,846	0,6	Reliable													
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	<table border="1"> <thead> <tr> <th colspan="6">Coefficients<sup>a</sup></th> </tr> <tr> <th rowspan="2">Model</th> <th rowspan="2"></th> <th colspan="2">Unstandardized Coefficients</th> <th>Standardized Coefficients</th> <th rowspan="2">t</th> <th rowspan="2">Sig.</th> </tr> <tr> <th>B</th> <th>Std. Error</th> <th>Beta</th> </tr> </thead> <tbody> <tr> <td rowspan="2">1</td> <td>(Constant)</td> <td>31.513</td> <td>7.161</td> <td></td> <td>4.399</td> <td>.000</td> </tr> <tr> <td>X</td> <td>.563</td> <td>.106</td> <td>.707</td> <td>5.286</td> <td>.000</td> </tr> </tbody> </table> <p>a. Dependent Variable: TOTAL_Y</p>					Coefficients <sup>a</sup>						Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	B	Std. Error	Beta	1	(Constant)	31.513	7.161		4.399	.000	X	.563	.106	.707	5.286	.000
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	In column B, the value of the constant (a) is 31.503, while the regression coefficient value for X (b) is 0.563, so the regression equation can be written as follows: $Y' = a+Bx$ or $Y' = 31.503+0.563 X$																																	
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="6">ANOVA<sup>a</sup></th> </tr> <tr> <th>Model</th> <th>Sum of Squares</th> <th>Df</th> <th>Mean Square</th> <th>F</th> <th>Sig.</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Regression</td> <td>2742.072</td> <td>1</td> <td>2742.072</td> <td>27.946</td> <td>.000<sup>b</sup></td> </tr> <tr> <td></td> <td>Residual</td> <td>2747.394</td> <td>28</td> <td>98.121</td> <td></td> <td></td> </tr> <tr> <td></td> <td>Total</td> <td>5489.467</td> <td>29</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>a. Dependent Variable: Y quality                  b. Predictors: (Constant), supervision X</p> <p>Next, besides describing the output regression equation, the table above also displays a significant test with the t test, which is to find out whether there is a significant (significant) effect of the monitoring variable (X) itself (partial) on the service quality variable (Y).                  From the ANOVA or Ftest test, it is found that F count is 27,946 with a significant level (p-value) of 0,000. Because the probability (0.000) &lt; 0.05 then the hypothesis is rejected, meaning that the regression model above can be used to predict the Y value.</p>	ANOVA <sup>a</sup>						Model	Sum of Squares	Df	Mean Square	F	Sig.	1	Regression	2742.072	1	2742.072	27.946	.000 <sup>b</sup>		Residual	2747.394	28	98.121				Total	5489.467	29			
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Koefisien Determinasi	$KD = 0.707^2 \times 100\% = 50\%$ Based on the percentage of changes that occur in supervision, it is explained by supervision through a linear relationship between service quality and supervision of 0.500 and this relationship is said to have a moderate relationship between the effect of supervision on service quality.																																	

### Qualitative Research Results

Program	Price	Location	Promotion
Clean and suitable water	Discount every August 17 for new installers and if the collective price of 1,280,000 can be reduced to 1,200,000. because many have installed PAM, so the installation was carried out personally for 1,380,000	PDAM East Region Rancaekek Bandung Regency.	Spread by word of mouth, counseling on using PAM clean water products.

### DISCUSSION

Based on the results of interviews, observations and questionnaire analysis, researchers analyzed that the establishment of implementation standards for employee supervision was not in accordance with the main tasks and functions, but the PDAM Timur Rancaekek was making improvements and improvements. Increased repairs were also carried out for damaged computer facilities to be repaired immediately and adding new computers so that delays in the service process did not occur again.

Based on the results of interviews, observations, and questionnaire analysis, the researcher analyzed that the service officers had not worked well, this was because the level of ability of each employee was not the same and also the human resources were inadequate so that the community became confused with the paths that had been explained by the employees, thus making people are waiting because the process will be long and will affect the timeliness.

The delay in service is caused by the lack of accuracy of employees in making water subscription letters which are still wrong when writing the name and address of the customer, causing long waiting times for other customers.

Based on the results of interviews and observations, researchers analyzed that the marketing or distribution of clean water, especially in PDAM East Rancaekek, Bandung Regency, still has obstacles, namely the uneven distribution of the clean water marketing system due to inadequate pipe capacity and areas that are difficult to reach.

Based on marketing indicators, namely:

1. Product (Product)

Regional Drinking Water Companies, especially in the East Rancaekek Area of Bandung Regency, in terms of products, have many water channels from the river, water needs are met and there are collective and personal programs for each installation. But the problem is that sometimes the water is cloudy.

2. Price

Regional Drinking Water Companies, especially in the East Area of Rancaekek, Bandung Regency, in terms of price, the price is in accordance with usage and the installation price can be paid in installments if paid collectively and there is a discount every August 17. But the problem is the installation price if you pay personally is more expensive and you have to cash.

3. Place (Place)

Regional Drinking Water Company, especially in the East Area of Rancaekek, Bandung Regency, in terms of its less strategic location, making it difficult to reach and far from waterways such as rivers. Besides that, the problem is that there is bottled drinking water and clean water sold at the pick-up workers.

4. Promotion (Promotion)

Regional Drinking Water Companies, especially in the Eastern Region of Rancaekek, Bandung Regency in terms of promotion of Drinking Water Companies (PDAMs) are already well-known as clean water suppliers, large promotional funds make it possible to distribute their products, the big names of PDAMs are already prominent in Indonesia. But the problem is that promotions are carried out in all branches and the lack of commitment between branches.

Based on the discussion that has been described above, the supervisory stage to improve service quality and marketing should have gone quite well despite several shortcomings. The following are the inhibiting factors faced in implementing supervision of the quality of service and marketing of clean water in PDAM Timur Rancaekek Region, Bandung Regency, namely:

1. The stipulation of Implementation Standards in the details of certain tasks has not been optimally implemented because it is not in accordance with the rules that should be. Supervision is carried out by PDAM Timur Rancaekek Region Bandung Regency only twice a year. Meanwhile, the regulation is that supervision is carried out three times a year. This causes the quality of service to customers to be less than optimal.

2. Corrective action has not been taken optimally because the Manager of PDAM East Region Rancaekek Bandung Regency is still lacking in giving warnings to employees. The manager of PDAM Timur Rancaekek, Bandung Regency is rarely in the office so that there is less supervision. There are still employees who arrive late and carry out other activities during office working hours.
3. In terms of tangible (tangible), the facilities for employees are inadequate, this means that employees do not work optimally, such as lack of computers and slow internet, so that it has an impact on the quality of services provided to the community. Services will be effective and efficient if all supporting facilities are available and functioning properly. Therefore, it greatly affects the service process to PDAM customers to be less than optimal which also has a bad impact on service quality.
4. From Reliability (Reliability) The ability of employees in mastering work is still low because some employees are not proficient in using office equipment to support the speed of service delivery to the community and the lack of accuracy of employees in making water subscription application letters, there are frequent typing errors in the name and address of the customer. This causes the waiting time to be too long.

The researcher will point out the obstacles that occur in the implementation of clean water marketing at Regional Drinking Water Companies, especially in the PDAM Rancaekek area of Bandung Regency. The following are the obstacles:

1. Water that is still cloudy due to the process of channeling and filtering water that is still not good from its source, for example from a river.
2. The installation price is expensive if you pay personally.
3. Places that are difficult to reach, have not evenly distributed the marketing or distribution of clean water due to inadequate pipe capacity and areas that are difficult to reach

Based on the description above regarding the factors that become obstacles in the implementation of supervision to improve service quality and water marketing of Regional PDAMs, it is necessary to make efforts to overcome these obstacles. The efforts carried out are as follows:

1. The Manager of the East Region Rancaekek Bandung Regency must set implementation standards for employees by conducting evaluation meetings once a week to direct tasks to employees based on the program so that targets remain focused and conduct supervision in accordance with applicable rules so that the quality of service provided to customers is better that is, supervision of service quality is carried out three times a year.
2. The manager of the East Region Rancaekek Bandung Regency in taking corrective action must be able to be firm in giving warnings and sanctions by means of verbal sanctions or written agreements in the form of warning letters, as well as suspension, for example in the form of salary deductions for employees who commit violations and job irregularities feel deterred and do not repeat mistakes.
3. PDAM East Region Rancaekek Bandung Regency must build facilities and infrastructure to support services or add facilities for example by adding computers or repairing damaged computers so that employees work well in terms of physical dimensions, especially facilities and infrastructure that support services both from buildings, service equipment, and comfort and cleanliness in every room. By building and improving the facilities and infrastructure to support services, it will also increase the efficiency and effectiveness of the service process.



4. PDAM Rancaekek Timur Region Bandung Regency needs to improve the ability of employees in mastering work by providing training to provide opportunities for employees to practice using office facilities and infrastructure in order to provide fast and reliable services to the community.

The efforts made to improve the marketing of PAM water are as follows:

1. Regional Drinking Water Companies, especially in the East Area of Rancaekek, Bandung Regency, need to carry out a good water filtering process so that the quality of the water produced is not cloudy by checking and adding environmentally friendly chemicals.
2. Drinking Water Company customers, especially in the East Area of Rancaekek, Bandung Regency who will install the installation price will be cheaper with collective payments and will get a discount if the installation is carried out on August 17th.
3. Regional Drinking Water Companies, especially in the East Area of Rancaekek, Bandung Regency, carry out a reservoir or storage of water, either directly or indirectly, to overcome the problem of fluctuating water needs and is part of water distribution management in the community.

## CONCLUSION

Based on the description that has been discussed in the previous chapter regarding the stages of supervision to improve the quality of service and marketing of water in the East Rancaekek Regional PDAM, Bandung Regency, referring to the data that the researchers obtained from the research results, so the researchers draw the following conclusions:

1. Based on the results of research and discussion of the stages of supervision to improve service quality and water marketing of PDAM East Rancaekek, Bandung Regency, supervision has a moderate effect on Service Quality of PDAM East Area Rancaekek Bandung Regency by 50%. This influence is positive, meaning that if supervision is carried out on the service quality of PDAM East Region Rancaekek Bandung Regency, carried out in accordance with the supervisory stages, the Service Quality of PDAM East Rancaekek Region Bandung Regency will certainly increase.
2. Improve payment facilities and clean water distribution pipes and improve the reputation of the Regional Drinking Water Company as such companies to proclaim clean water instead of cloudy water, as well as conduct a reservoir.
3. Regional Drinking Water Companies will certainly be different from private water companies. This can be seen in terms of marketing, namely there are differences, for example in terms of supervision to manage or establish companies, local companies are bound by government regulations and get funds from the state (APBN / APBD) while private companies are not bound by government regulations so that there will be fewer local companies. It is difficult to market clean water products because, for example, there are constraints on infrastructure, costs, facilities and infrastructure and other things. Private companies will be far more likely to market clean water products to the public because they have private funds that are not regulated by the government, for example if it is necessary to add pipelines, private companies just need to add, if necessary to buy water treatment equipment they can just buy, if necessary, build infrastructure. just build.

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