

Customer Satisfaction on the Local Enterprise Water Service Company

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ABSTRACT

The present study is aimed as an alternative to fill the research gap on customer satisfaction factors in the public sector of service company. Many factors affect customer satisfaction, including company products and services, service experiences provided by the company, CSR activities carried out by the company, and customer identification on a company known as customer- company identification. Data were collected from 250 customers at the local enterprise water service (LEWS) company in Indonesia, using the purposive sampling method. The analytical tool used is partial least square (PLS). The model is confirmed well by the data collected. The results show that customer satisfaction in the LEWS company is influenced by service experience and customer-company identification, where as it is not affected by CSR activities created by the company. However, CSR activities affect customer-company identification.

Keywords: CSR, service experience, customer company identification, customer satisfaction.