

**ANALYSIS OF THE PERCEPTION OF COMMUNITY ACCEPTANCE
OF THE WATER QUALITY OF THE PRODUCED PRIME DRINKING
WATER ZONE OF PDAM SURYA SEMBADA CITY OF SURABAYA**

Amirrahman As'ad¹, Iva Rustanti², Ngadino³, Ferry Kriswandana⁴, Wafiyuddin⁵

Indonesian Ministry of Health
Ministry of Health Surabaya Health Polytechnic
Department of Environmental Health
Environmental Sanitation Study Program Applied Undergraduate Program
Email : amirrahmanasad26@gmail.com

ABSTRACT

Human requirements for clean water and drinking water will keep on expanding alongside populace development, particularly in metropolitan regions because of progressively restricted wellsprings of water appropriate for utilization. Among the organizations in charge of overseeing clean and drinkable water is the Territorial Drinking Water Organization. The study's goal is to examine how the public perceive and accept water in the Prima Drinking Water Zone of Surabaya City, which is provided by the Surya Sembada Regional Drinking Water Company.

The examination utilized a quantitative methodology, and was broke down distinctly subjectively. The information gathered is essential information acquired from meetings, and polls and auxiliary information got from writing study and archive study. Direct measurement methods and random sampling methods were used in the field for primary data collection. Quantitative analysis, In data analysis, Examined are the impacts of pricing and product quality on consumers' satisfaction with Prima Drinking Water Zone water products. The technique utilized is multiple linear regression.

A significance In the analysis using multiple linear regression, the impact of product quality on customer happiness was assessed. The significance level was found to be 0.025, which is less than 0.05, and the computed t value was 2.289, exceeding the t table value of 1.99045. These results illustrate that product quality significantly affects customer happiness. Additionally, the significance value for the relationship between product price and customer happiness was determined to be 0.000, which is less than 0.05, and the estimated t value was -7.612, which is lower than the t table value of -1.99045. This indicates a significant effect of product price on customer happiness. The combined impact of product quality and price on customer satisfaction also showed a significant value of 0.000, confirming their influence. Moreover, the F value of 32.993, which is greater than the F table value of 3.11, demonstrates that these factors significantly affect customer satisfaction. Overall, the study concludes that both product quality and pricing have a significant positive impact on customer satisfaction.

Keyword : Perception, Quality, Price, Water

**ANALISA PERSEPSI PENERIMAAN MASYARAKAT TENTANG
KUALITAS AIR ZONA AIR MINUM PRIMA PRODUKSI PDAM
SURYA SEMBADA KOTA SURABAYA**

Amirrahman As'ad¹, Iva Rustanti², Ngadino³, Ferry Kriswandana⁴, Wafiyuddin⁵

Kementerian Kesehatan RI
Politeknik Kesehatan Kemenkes Surabaya
Jurusan Kesehatan Lingkungan
Program Studi Sanitasi Lingkungan Program Sarjana Terapan
Email : amirrahmanasad26@gmail.com

ABSTRAK

Kebutuhan manusia terhadap Organisasi Air Minum Teritorial adalah salah satu organisasi yang bertanggung jawab untuk memastikan bahwa jumlah orang yang menggunakan Karena jumlah air segar yang lebih sedikit, permintaan untuk air segar dan filter akan terus meningkat, terutama di wilayah metropolitan. Studi ini bertujuan untuk mengetahui bagaimana masyarakat menganggap kualitas air di Kawasan Air Minum Prima Kota Surabaya, yang diproduksi oleh Perusahaan Daerah Air Minum Surya Sembada, dan bagaimana mereka menerimanya.

Pemeriksaan ini menggunakan metodologi kuantitatif, dan dirinci secara subyektif. Informasi yang dikumpulkan adalah informasi penting yang diperoleh dari pertemuan-pertemuan, dan jajak pendapat serta informasi tambahan yang diperoleh dari studi penulisan dan studi arsip. Metode pengukuran langsung dan metode random sampling digunakan di lapangan untuk pengumpulan data primer. Bagaimana kepuasan pelanggan produk air Zona Air Minum Prima dipengaruhi oleh kualitas produk dan harga dipelajari dengan menggunakan analisis kuantitatif, terutama regresi linier berganda.

Hasil analisis regresi linear berganda mengindikasikan adanya keterkaitan antara mutu produk dan kepuasan pelanggan, dengan nilai signifikansi 0,025 yang lebih kecil dari 0,05 dan nilai t hitung 2,289 yang lebih besar dari t tabel 1,99045. Ini menunjukkan bahwa kualitas produk memengaruhi kepuasan pelanggan. Selain itu, hubungan antara harga produk dan kepuasan pelanggan juga menunjukkan hasil yang signifikan, dengan nilai signifikansi 0,000 yang kurang dari 0,05 dan nilai t hitung -7,612 yang lebih rendah dari t tabel -1,99045.

Sesuai dengan hasil penelitian, Harga produk, kepuasan pelanggan, dan kualitas produk memengaruhi satu sama lain.

Kata Kunci : Persepsi, Kualitas, Harga, Air