

ABSTRACT

SIWI BUDYASTUTI, *Efforts to Improve Participations by Customer Satisfaction Improvement at the Industry and Trade Sectors in the West Jakarta.* (under the supervision of Said Zainal Abidin).

The objectives is to present the condition of public services provision and to know the underlying factors poor performances of the services.

The primary data was collected from that is result of observation interview from 150 respondents and on secondary data from Sub Service of Industry and Trade of Municipality of West Jakarta. The analysis uses quantitative and qualitative descriptive method. The result shows that public service improvement can be conducted by law enforcement on civil servant discipline, those are reward and punishment or stick and carrot, to improve strategic management, and increased salary. By public service and customer satisfaction improvement, public participation can be increased and the impact of those are excellent services and good governance.