

Effect of service quality on customer satisfaction tariff power 900 va (case study pt. Pln (persero) ulp way halim)

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ABSTRACT

This study aims to examine the effect of service quality on customer satisfaction at PT. PLN ULP Way Halim. The phenomenon is that there are customer complaints per month and there are several problems or complaints such as delays in service and handling, uncertainty of service time and cost, failed electricity tokens, and folded bills and illegal electricity. In this study, the authors used quantitative methods. The data used in this study were obtained from primary and secondary data, in the form of questionnaires and interviews. The sampling method in this study used sampling, namely the sampling technique. The number of respondents in this study amounted to 99.9 people. The data analysis technique used in this research is multiple linear regression analysis. The results of the multiple linear regression test show that the variables of physical evidence of reliability, responsiveness, assurance, and empathy partially do not have a significant effect on customer satisfaction, only physical evidence, assurance and empathy variables have a significant effect on customer satisfaction. statistics show the calculated F value of desire service = 40,438, aduqaate service = 32,961 and F table = 2,310 with a significance of 0.000 <0.05. With a significance value below 0.05, F count = 40,438 and 32,961 > F table = 2,310 it can be stated that together tangible, reliability, responsiveness, assurance, and empathy have a positive and significant influence on customer satisfaction.

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1. INTRODUCTION

In this era of globalization companies, agencies and organizations in demand in improving service quality because the service industry is currently experiencing a dramatic and significant increase compared to the previous decade or year (Permana & Abdullah, 2020). The dynamics that are happening in the service industry today can be seen from the development of various service sectors such as aviation, insurance, telecommunications, banking, tourism, and other professional service companies such as consultants, accountants, lawyers, and others (et al., 2020).

Services are basically activities offered by organizations or individuals to consumers (who are served) that are intangible and cannot be owned (Mardhiyah & Safrin, 2021). The quality of Service is a unique phenomenon, because the dimensions and indicators can differ among the people

involved in the service (Widyarni, 2021). According to Azwar, to overcome the above differences, what should be used as a guideline is the basic nature of health service delivery, namely meeting the needs and demands of service users (Wisudaningsi et al., 2019). Service quality refers to the level of Service perfection in meeting the needs and demands of each consumer (Januario et al., 2024). Thus, what is meant by the quality of Service is that shows the level of Service perfection in causing a sense of satisfaction in each customer (Baan, 2020).

The concept of quality itself is often regarded as a relative measure of the goodness of a product or service consisting of design quality and quality suitability (Al Azahari Azahari & Lukmanul Hakim, 2021). In essence, this aspect is not the only aspect of quality. In the perspective of Total Quality Management (TQM), quality is viewed more broadly, where not only aspects of the results are determined but also include processes, the environment and people (Azhari, 2021). State-owned enterprises (SOEs) should be able to provide satisfaction to the public as consumers and provide a good image in the eyes of the public by providing good service and quality (Novitasari et al., 2023). Judging from this situation, the government is trying to make SOEs try to improve the situation by providing quality services to the community. With good service and quality, it is expected that people will feel valued and not feel neglected their rights and finally the public as users and customers of services offered by government-owned companies will feel happy or appreciated (Hamka, 2024).

Electricity is a source of life for people who have an important function as lighting and energy in all daily activities (Krismadinata et al., 2022). Because this modern era is an all-electric era. Human dependence on electricity is caused because electrical energy can be converted in other forms such as electrical energy into heat energy (Bedi et al., 2019). Electricity is used in driving industrial equipment, Banking, households, companies, hospitals to education (Manahara et al., 2023). In Indonesia PT. PLN is one of the SOEs that provide services to the community both the lower class to the upper class (Eline Octoviana Hutubessy & Nahuway, 2023). PT. PLN (Persero) in Indonesia has long existed and developed to meet the needs of the community. PT. PLN (Persero) in Indonesia has two programs, namely Postpaid Electricity and prepaid electricity (Santoso et al., 2022). Both programs have been enjoyed by people throughout Indonesia, including in the city of Bandar Lampung. PT. PLN (Persero) provides many services to the community including new electrical installation services, the addition of electric power, providers of street lighting and electrical interference services both in offices, homes, companies, hospitals, schools, parks and others (Negara & Nugraha, 2021). PT. PLN (Persero) must be able to provide the best service or even provide excellent service to the community because it will create satisfaction for customers (Novitasari et al., 2023).

The phenomenon of service quality and customer satisfaction PT. PLN (Persero) Ulp Way Halim seen today, PLN provides a wide range of quality services to customers but not all services are provided to the maximum by PT. The U.S. Road to perdition. In 2020 and 2021 there were customer complaints per month and there were several problems or complaints such as delays in service and handling, uncertainty about the time and cost of Service, electricity tokens that failed to be filled, and folded bills and illegal electricity until certain people took advantage of the situation to take advantage of themselves by collecting a percentage in each house when carrying electricity payment receipts which certainly harms customers and PLN itself and whether it is in accordance with consumer expectations or not. Relationship with customer satisfaction will be influential because with the phenomenon will cause negative thoughts from customers. Therefore, PT PLN (Persero) ULP way halim Bandar Lampung is required to always gain customer trust by improving service quality and providing facilities so that customer satisfaction increases. Related parties need to carefully determine the needs of customers in an effort to meet the wishes and improve satisfaction of the services and provision of facilities provided (Aprilia et al., 2020). Establish relationships and conduct research on customers needs to be done so that the services provided in accordance with the expected (Alfin, 2021).

Satisfaction can be interpreted as an effort to fulfill something or make something adequate (Aisyah et al., 2022) , while (Putri Sekti Ari & Hanum, 2021) satisfaction is defined as the feeling of pleasure or disappointment that a person experiences after comparing the perception of the performance or results of a product with his expectations. From the above understanding can be understood that the role of good service quality is very important and very influential, in the absence of proper service. Therefore, the quality of service must include five dimensions developed by (Ishak & Waworuntu, 2019) which consists of physical evidence (tangibles), reliability (reliability),

responsiveness (responsiveness), assurance (assurance), and empathy (empathy). Satisfaction is the level a person feels after comparing perceived performance (results) compared to his expectations. So the level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, customers are disappointed. If the performance is in line with expectations, the customer is satisfied. If the performance exceeds expectations then the customer is very satisfied, happy or excited (Maretha et al., 2023).

Customer satisfaction has become a central concept in business and management discourse. Customers are the main focus in the discussion of satisfaction and quality of Service. Therefore, customers play an important role in measuring satisfaction with the products and services provided by the company. Therefore, retaining customers is always more important than attracting new customers. In meeting customer needs which is an important goal for PT. PLN (Persero) ULP Way Halim in meeting the needs, desires and customer satisfaction depends on the quality of service provided by PT. PLN (Persero) to consumers. Based on these various backgrounds and thoughts, the authors conducted a study entitled: "The effect of service quality on customer satisfaction tariff power 900 VA (Case Study PT. PLN (Persero) ULP Way Halim)".

2. METHOD

In this study the authors used a quantitative approach to process the data obtained from the research site which is data in the form of numbers (Kittur, 2023). The method used is a survey method by examining a relatively broad population by determining the number of samples of the population under study. This method is done by distributing questionnaires / questionnaires and documentation. The design of this relationship research is quite simple because it only collects scores of two variables, namely the quality of service of PT. PLN (Persero) and customer satisfaction then calculate the correlation coefficient. Quantitative analysis is the analysis of data in the form of numbers whose discussion, through statistical calculations based on questionnaire answers from respondents (Ardiansyah et al., 2023).

The results of the calculation of the score or value is then in a statistical analysis conducted with the help of the SPSS program to prove the relationship and influence between the variables of the study. The subject of this study is pelanggan electricity PT. PLN (Persero) ULP Way Halim with a tariff of 900 VA for household customers. While the object of this study is the service of PT. PLN (Persero) ULP way Halim in the city of Bandar Lampung. In this study the number of customer population with the desired error limit is 10%, known to users of PT. PLN (Persero) ULP Way Halim in Bandar Lampung city consisting of 93% of household customers, then $N = 79,020$ household customers with a tariff of 900 VA. Determination of the number of sampel dengan using Slovin formula. Thus it can be seen that the sample size in this study is 100 respondents.

3. RESULTS AND DISCUSSION

In Lampung province, especially in Bandar Lampung and South Lampung Regency, the electricity business is managed by PT PLN area Lampung, a branch of Tanjung Karang located at Jalan Pangeran Diponegoro No. 14, The City Of Green Bay. It is a branch of PT. PLN Lampung region, Tanjung Karang branch oversees 2 (two) regions. It is the city of light and the city of Darkness. PT. PLN Lampung Tanjung Karang Branch area has 7 (seven) subdivisions, namely: Tanjung Karang subdivision, Teluk Betung subdivision, Kalianda subdivision, Natar subdivision, Sidomulyo subdivision, Sutami Subdivision, and Way Halim subdivision.

3.1. Validity Test

From the validity test table, it can be seen whether the question items are valid or Invalid. From the table, it can be seen that all of them are valid for Tangible, Realibility, Responsiveness, Assurance, Emphaty, Desire Service and Adequate Service variables because the calculated r value is greater than the R value of the table = 0.165.

In service quality indicators, the highest Tangible instrument number is number 2 (0.843), the highest Realibility is Item 2 (0.809), the highest responsivenss is Item 2 (0.805), the highest Assurance is Item 3 (0.812) and the highest emphaty is Item 2 (0.871). While on customer satisfaction indicators, the highest Desire Service is at Item Number 1 (0.871) and the highest Adequate Service is Item Number 4 (0.832). The Y customer satisfaction indicator used to measure

the variable has a calculated R value greater than the table r of 0.165. It can be stated that the indicator is valid. While on customer satisfaction indicators, the highest Desire Service is at Item Number 1 (0.871) and the highest Adequate Service is Item Number 4 (0.832).

3.2. Reliability Test

Reliability test results show that all variables have a large enough alpha coefficient of > 0.165 so it can be said that all measuring concepts of each questionnaire variable is reliable.

3.3. Multiple Linear Regression.

Table 1.1 Multiple Linear Regression Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,218	,959		3,357	,001
	Tangible	,180	,083	,197	2,159	,033
	Realibility	,202	,082	,236	2,475	,015
	Responsiveness	-,028	,100	-,029	-,281	,779
	Assurance	,082	,083	,085	,990	,325
	Empaty	,369	,083	,442	4,434	,000

Dependent Variable: Desire Service

Model regression equation that can be written from the results in the form of a regression equation as follows : $Y = 3.128 - 0,180X1 - 0, 202X2 + 0, 028X3+ 0, 082X4 + 0, 369X5 + e$.

Table 1.2 Multiple Linear Regression Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,592	1,119		2,316	,023
	Tangible	,114	,097	,114	1,169	,245
	Realibility	,293	,095	,313	3,075	,003
	Responsiveness	-,025	,117	-,024	-,218	,828
	Assurance	,068	,097	,065	,701	,485
	Empaty	,388	,097	,424	3,985	,000

Dependent Variable: Adequate Service

Regression equation Model that can be written from the results in the form of regression equation as follows : $Y = 2.592 - 0, 114X1 - 0, 293X2 + 0, 025X3+ 0, 068X4 + 0, 388X5 + e$

3.4. T Test

3.4.1 Physical evidence variables (tangible) X1

The test results of Fisk evidence variables (tangible) showed the value of t count = 2.159 and 2.316, ttable = 1.985. Because the value of t count = 2.156 and 2.316 > ttable =1.985 can be stated that there is a significant effect of physical evidence (tangible)X1 to customer satisfaction (Y1 and Y2). Hypothesis 1 is accepted.

3.4.2 Variable reliability (reliability)X2

The test results of the variable Realibility (reliability) X1 showed the value of the count = 2.475 and 1.169, t table =1.985. Because the value of thitung= 2.475 and 1.169 > t table =1.985 can be stated that there is a significant effect of Realibility (reliability) X2 to customer satisfaction (Y1, and Y2). Hypothesis 2 is accepted.

3.4.3 Variable response (responsiveness) X3

The results of the test variable responsiveness (responsiveness) X3 shows the value of the count = -0.281 and -0.218 ttable =1.985. Because the value of the count= -0.281 and -0.218 < ttable =1.985, it can be stated that there is no significant effect of responsiveness (responsiveness) X2 to customer satisfaction (Y1 and Y2) Hypothesis 3 was rejected.

3.4.4 Variable assurance X4

The results of the test variable assurance X4 showed the value of t count= -0.990 and 0.701 t table =1.985, because the value of t count= -0.990 and -0.701 < t table =1.985, it can be stated that there is no significant effect of assurance X3 on customer satisfaction (Y1 and Y2). Hypothesis 4 was rejected.

3.4.5 Empathy variable (emphaty) X5

The test results for the variable concern (emphaty) X4 showed the value of t count = 4.434 and 3.985 t table = 1.985. Because the value of t count = 4,434 and 3,985 > t table = 1,985, it can be stated that there is a significant effect of empathy (emphaty) X3 hadap customer satisfaction (Y1 and Y2). Hypothesis 4 is accepted.

3.5. F Test

Table 1.3 Test F Desire Service ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	489,559	5	97,912	40,438	,000 ^b
	Residual	232,441	96	2,421		
	Total	722,000	101			

Table 1.4 Test F Adequate Service ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	543,870	5	108,774	32,961	,000 ^b
	Residual	316,806	96	3,300		
	Total	860,676	101			

a. Dependent Variable: Adequate Service

b. Predictors: (Constant), Empaty, Tangible, Assurance, Realibility, Responsiveness

Testing the effect of independent variables together against the dependent variable is done by using the F test. The results of statistical calculations show the value of F calculate desire service = 40.438, aduaqate service = 32.961 and F table = 2.310 with significance of 0.000 < 0.05. With a significance value below 0.05, F count = 40.438 and 32.961 > F table = 2.310 it can be stated that together tangible, reliability, responsiveness, assurance, and empathy have a positive and significant effect on customer satisfaction.

3.6. Coefficient Of Determination (R2)

Table 1.5 Coefficient Of Determination (R2) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,823 ^a	,678	,661	1,556

a. Predictors: (Constant), Empaty, Tangible, Assurance, Realibility, Responsiveness

Table 1.6 Coefficient Of Determination (R2) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,795 ^a	,632	,613	1,817

a. Predictors: (Constant), Empaty, Tangible, Assurance, Realibility, Responsiveness.

The results of regression calculations can be seen that the coefficient of determination obtained by 0.678 and 0.632. This means that 67.8% and 63.2% of customer satisfaction is influenced by physical evidence, reliability, responsiveness, assurance, empathy. While the remaining 32.2% and 36.8% of customer satisfaction is influenced by other variables that were not studied in this study.

4. CONCLUSION

Research on the influence of service quality PT. PLN (Persero) on customer satisfaction Way Halim PSUs can be concluded as follows: 1. Quality of service at PT. PLN (Persero) on ULP Way Halim is very good because the percentage of service quality has a high value or percentage. From these results it can be seen that the indicator of Service Quality t count Tangible, Realibility, Emphaty > t table = 1.985 which means physical evidence, reliability, and concern is needed by customers in performing services, 2. Customer satisfaction at PT. PLN (Persero) in ULP cara Halim is still not

good because the Desire Service (customer expectations before service) is greater than adequate service (customer expectations after service) and the value of quality of Service is higher than customer satisfaction which means customers in ULP Cara Halim are less satisfied with the service or performance of service providers (PT. PLN) compared with customer expectations, 3. Service quality affects customer satisfaction because the value of t count > t table. The percentage of 67.8% and 63.2% percent, and the remaining 32.2% and 36.8% percent were influenced by other factors outside the variable quality of Service. PT. PLN (Persero) ULP Way Halim must continue to maintain and improve the quality of services provided to customers so that customers are satisfied and not disappointed. Then PT. PLN (Persero) also pay attention to the quality of service by improving facilities and services that are still lacking.

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