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The Effect of Quality of Service on Customer Satisfaction on PT. PLN (Persero) Rayon Soppeng Regency

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ABSTRACT

This research aims 1) to find out the effect of service quality on customer satisfaction on PT. PLN (Persero) Rayon Soppeng Soppeng District 2) to know customer satisfaction at PT. PLN (Persero) Rayon Soppeng Soppeng District 3) to know the effect of service quality on customer library at PT. PLN (Persero) Rayon Soppeng Soppeng Regency. This study uses a quantitative approach with descriptive research types. Data collection techniques are conducted through observations, questionnaires/ questionnaires, interviews and documentation. The number of samples in this study was 99 people, and using quota sampling techniques. The methods of analysis used are descriptive statistical analysis and inferential analysis. The results showed that the indicators used on each variable then the results showed where the quality of service PLN (Persero) Rayon Soppeng Soppeng Soppeng district is in the category of very good with the achievement of 90.00 percent. And for the satisfaction of participants PLN (Persero) Rayon Soppeng Soppeng district is in the high category with the achievement of 90.00 percent. While based on the correlation test obtained an R value of 0.887 means that there is a very strong / high correlation between the two variables. Based on the results of data analysis so that it can be concluded that the quality of service at PT. PLN (Persero) Rayon Soppeng Soppeng District is very good because the percentage of service quality has high values or a high percentage. Customer Satisfaction at PT. PLN (Persero) in Rayon Soppeng Soppeng District is very good because the percentage of customer satisfaction has high values or a high percentage. There is a significant influence between the quality of service to customer satisfaction at PT. PLN (Persero) Rayon Soppeng Soppeng Regency.

Keywords: Quality of Service, Customer Satisfaction

INTRODUCTION

In the era of globalization as it is today, companies or organizations are required to improve the quality of service because the service sector today has experienced a dramatic and significant increase compared to the previous decade. The dynamics that occur in the service sector can be seen from the development of various service industries such as banking, insurance, aviation, telecommunications, tourism and other professional service companies such as accounting firms, consultants, lawyers and others.

State-Owned Enterprises (SOEs) in Indonesia are very influential in the development of the business world and society in running their businesses, because most of these government-owned companies have monopolized several business fields that regulate the lives and needs of many people. Therefore, in regulating and running its business, BUMN is regulated and managed by the government because it is very related to the fate of the People of Indonesia. State-Owned Enterprises are expected to meet the needs and wants of the business world in general and society in particular and must be able to maintain a good image in the eyes of the public.

BUMN must be able to provide satisfaction to the community as consumers and provide a good image in the eyes of the public by providing quality services. Seeing the situation, the government strives for BUMN to try to improve the situation by providing the best service to the community. With good service, it is expected that the public will feel appreciated and do not feel neglected their rights and finally the community as users or customers of the services offered by government-owned companies will be satisfied. According to (Chandra, 2011) " quality definition is the fulfillment of customer needs from the beginning and at all times, doing everything right that can make customers happy. According to (Yamit, 2001) " the quality of service is a comparison between the expectations of service users and the performance of service quality. In other words, there are two main factors that affect the quality of service, namely expectations and perceived performance.

According to (Sutopo dan Suryanto, 2006). Customer satisfaction is one of the reasons that consumers decide to shop somewhere. If consumers are satisfied with a product, they are more likely to continue to buy and use it and inform others of their pleasant experience with the product. According to (Sangadji, Mamang, E., 2013), consumer satisfaction can create a good basis for repurchase as well as the creation of consumer loyalty, forming word-of-mouth recommendations that can benefit the company. - I'm not If the performance exceeds expectations then the customer is very satisfied, happy or happy. according to Rangkuti dalam (Nuraeni, 2016) to measure the level of customer satisfaction dipengarushi through two components, among others are *Desire Service* and *Adequate Service*

Based on the description of the importance of kuliatas service to customer satisfaction, the researchers determine the object of research on PT. PLN (Persero) Rayon Soppeng Soppeng Soppeng regency namely PT PLN (Persero) is one of the state-owned companies engaged in electricity, which is the sole company in terms of the provision of state electricity, so that it has a branch office in each region as a form of service to the community, one of its branch offices namely PT PLN (Persero) Rayon Soppeng Soppeng Soppeng Regency, in carrying out its duties and functions PT PLN (Persero) which provides services to prospective customers and the public in the provision of services

related to the sale of electricity only in Indonesia. The main problem demanded by the public today is the improvement of employee performance at PT. PLN (Persero) is increasingly needed including the improvement of services to the community. customers who need service in order to get the satisfaction expected. Customers who are satisfied with the service received will get trust or good feedback limited by PT. PLN (persero).

RESEARCH METHOD

The design used in this study is quantitative research that conducts hypothesis testing in accordance with the formulation of the problem studied so that it can be known that there is or is no significant influence between the quality of service and customer satisfaction at PT PLN (Persero) Rayon Soppeng Soppeng Soppeng Regency. The population targeted by this study was 900 Va. household customers, totaling 7240 customers. While the determination of samples using population methods, which according to (Sugiono, 2013) ,that if the population is large and researchers are unlikely to study everything in the population, for example because of limited funds, energy and time it is necessary to be able to use samples taken from that population. There are several guidelines for determining the number of samples, one of which uses the slovin formula and the result of data processing after using the slovin formula is 99 so that the number of samples is determined by 99 customers. The type of data used in this study is quantitative data, namely data obtained from PT PLN (Persero) Rayon Sopprang Soppeng Regency in the form of questionnaires and reanalyzed. While the data source used is primary data and secondary data. Primary data, i.e. data obtained from respondents' responses to question items asked in kuesoner. Secondary data, namely data obtained from documents and archives of PT PLN (Persero) Rayon Soppeng Soppeng Soppeng regency that has to do with this research.

Data collection techniques are done by descending directly to the research site or field research by finding and obtaining data from customers of household dance 900 Va PT. PLN (Persero) Rayon Soppeng Soppeng Regency. The methods used are observations and questionnaires. Observation, Direct observation and study of research-related matters directly at PT PLN (Persero) Rayon Soppeng Soppeng Soppeng Regency. Questionnaire. Ask questions that have been prepared in writing by disseminating questionnaires and accompanied by alternative answers that will be given to respondents.

RESULTS OF RESEARCH AND DISCUSSION

Respondents' response data on Service Quality at PT PLN (Persero) Rayon Soppeg Soppeng Regency, then for the first indicator that materialized shows the level of score achievement (89%) with excellent category, the second indicator reliability shows the

level of score achievement (89%) with a good sangar category, the third indicator is Responsiveness shows the level of achievement of the score (91%) with a very good category, the fourth indicator is Guarantee showing the level of achievement of the score (90%) with excellent category, and the fifth indicator empathy shows the level of achievement of the score (89%) with very good categories.

In respondent's response regarding customer satisfaction at PT. PLN (Persero) Rayon Soppeng Soppeng Regency, then for the first indicator namely the Complaints and Advice System pointed to the level of achievement of the score (89%) excellent category, the second indicator i.e. Shadow Customer shows the score achievement rate (89%) excellent category, the third indicator is Ex Customer Analysis shows the score achievement rate (91%) category is excellent, and the fourth indicator is the Customer Satisfaction Survey showing the score achievement rate (90%) very good category.

Based on the results of the study, the quality of service (variable X) to customer satisfaction (variable Y) with coefficient $r = 0.887$ is at intervals of 0.600 – 0.800 with a strong / high category. From these results, it can be concluded that "there is a significant influence between the quality of service to customer satisfaction at PT. PLN (Persero) Rayon Soppeng Soppeng Regency" declared with a high level of pengaruh. This means there is a strong link between the quality of service to customer satisfaction.

Based on the research data collected both bound variables (Y) and free variables (X) which are then processed using a simple linear regression test, it can be said that the analysis of the calculation of regression equations obtained values $a = 0.444$ and $b = -0.724$ so that the regression test equation is $Y = a + bX \rightarrow Y = 0.444 + -0,724X$. From the calculation of T test obtained $T_{hitung} 18,958$ (in the table Coefficients) and $1660 T_{tabel} (0.05 : 98)$, t_{hitung} is greater than the value of T_{tabel} which is $3,05 : 98$, t_{hitung} is greater than the value of T_{tabel} which is $3,05 766 > 1660$ Fables and a smaller value (sig) than required $0.000 < 0.05$ which means that there is a significant improvement in quality with customer satisfaction.

To increase customer satisfaction, PT. PLN (Persero) Rayon Soppeng Soppeng Regency must improve the quality of service provided because an improvement in the quality of service will affect customer satisfaction itself. Based on the results of the output data obtained (r^2) of 0.787 which contains the understanding that the free variable (quality of service) to the bound variable (customer satisfaction) is 78 percent, while the rest is influenced by other variables that were not studied in this study.

CONCLUSION

Quality of service at PT. PLN (Persero) Rayon Soppeng Soppeng Soppeng district, researchers use five indicators, namely materialized, reliability, reliability, assurance and empathy, and individual attention has been in the category of excellent. Customer satisfaction at PT. PLN (Persero) Rayon Soppeng Soppeng District, researchers

use four indicators, namely the system of complaints & suggestions, shadow customers,, lost customer analysis and customer satisfaction survey has been in the category of excellent. There is a significant influence between the quality of service to customer satisfaction so that customers are satisfied with the service provided, where from the results of the T test analysis that is T_{count} greater than T_{table} which means that the quality of service partially has an influence on customer satisfaction.

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