

ABSTRAC

PT. PLN (Persero) Area of Bogor is a company engaged in the electricity sector. One of the services offered by the company is an electric bill payment services, new services and changes in power installation, servicing of customer complaints about the meter readings and so on. Based on this research, it is known that in PT. PLN (Persero) Area of Bogor there are problems in terms of customer satisfaction which covers the dimensions of customer dissatisfaction. The problems allegedly caused by the quality of the services provided do not match expectations, such as power outages sudden absence of confirmation to the customer.

The research objective was to determine the effect of service quality on customer satisfaction at PT. PLN (Persero) Area of Bogor. The method used is quantitative descriptive method. The primary data collection techniques used are non-participant observation, structured interviews and questionnaires / questionnaire while secondary data collection were used: Web, corporate documents and the results of similar studies. Data analysis technique used is the method validation test instruments, test instrument profitability, simple linear regression, hypothesis testing, correlation coefficient of X and Y, and the Pearson product moment correlation coefficient of determination.

Based on data obtained from the research results contribute to or influence service quality and customer satisfaction, which is 70.7% or it can be said, too, that the variance that occurs in customer satisfaction (Y) 70.7% is determined by the variance in quality of service (X). The remaining 29.3% is determined by other factors that are beyond the research that is not detected as natural factors, human factors and technological factors.

Conclusion and suggestion about the influence of service quality to customer satisfaction at PT. PLN (Persero) Bogor Area that is 1. Implementation of service quality has not been so perfect due to the implementation of unfavorable quality of service, especially on aspects of reliability and capture power. 2. The influence of customer satisfaction in the aspect of customer dissatisfaction is still decreasing and not maximally implemented. The advice given by researchers is that companies often provide free installation of power just to attract customers not only when it is held every day national customers and also companies provide monthly training to new employees in order to further improve employee performance.

Keywords: Service Quality and Customer Satisfaction