

ABSTRAK

In the current era of globalization companies are encouraged to focus on satisfaction oriented one to provide satisfactory services to customers, including PLN engaged in the public service sector. The five determinants of quality of service that used this study include: reliability, responsiveness, assurance, tangibles and empathy with indicators based on SERVQUAL. This study uses a descriptive statistical approach to Importance Performance Analysis (IPA). The conclusion of this study are expectations included in the high category and performance included in good category. The indicators are not maximized officer serving with sincere and professional-officer.

Keywords: satisfaction, service quality, importance performance analysis