

ABSTRACT

This study entitled "Effect of service quality and customer satisfaction added power to PT PLN (Persero) Area Cijawura". This study aims to determine the effect of variables that Quality of service (X1), added power (X2), to the Customer Satisfaction (Y) on the Customer PT PLN (Persero) Area Cijawura This research is a kind of explanatory research, the research aims to study, describe, express, and investigate the causal relationship between the dipenden independent variables and variables.

The data used are primary data and secondary data obtained through questionnaires, documentary studies and interviews. This study uses 100 respondents, the data analysis technique in this research is multiple linear regression analysis. as a sample study conducted by purposive sampling. Based on the results of this research is that simultaneous Quality of service (X1), added power (X2), to the Customer Satisfaction (Y) have a significant effect on customer loyalty (Y) PT PLN (Persero) Area Cijawura.

Keywords: Quality of Service and Add Power Customer Satisfaction