

ABSTRACT

PLN Bersih Programme Socialization through Call Back Center by PT. PLN (Persero) distribute West Java (Jawa Barat) and Banten (DJBB) Bandung Area, by using interpersonal communication which is happened can be known by seeing the changes of customer behavior/attitude. The main goal of this research is to know how much the impact of PLN Bersih socialization through Call Back Center to PT. PLN DJBB's customer behavior. This research uses quantitative approach, with survey methode. Based on the calculation of determination coeficient the value result is 54,3%. The value result shows that PLN Bersih socialization contributes 54,3% the changes of customer behavior, and the 45,7% others are effected by other factors which are not explained in this research. While the hyphotesis testing is obtained the result that there is significant effect between PLN Bersih socialization through Call Back Center (X) to the PT. PLN DJBB's customer behavior.

Keywords: Socialization, Behavior, Interpersonal Communication.