

Abstract

The State electricity company (PLN) is one of the companies set up by the Government as a provider of electrical energy for the needs of the community. Increased economic growth Tanjung Karang and the public demand for electrical energy demand PT . PLN (Persero) Tanjung Karang in order to provide better services to the community as a customer. However, recent reports mention that customers protested in front of the office as an action to vent frustration with companies that provide inferior services during the last 1 year.

The purpose of this study was to determine the expectations , performance, and level of customer satisfaction with quality of services provided by the PT . PLN (Persero) Tanjung Karang and to identify aspects that need to be repaired to improve the quality of service. The method used in this research is quantitative method with a descriptive study. Data obtained by distributing questionnaires to a sample of 100 respondents who are customers of PT . PLN (Persero) Tanjung Karang.

Using Importance Performance Analysis (IPA) obtained the result level of service quality does not meet customer expectations. There are differences that show the gap between the two perspectives , namely ratings between levels of performance (performance) and the level of expectation (importance) or the quality of the ideal. From the fifth dimension is the consumer satisfaction index score reliability dimension has a value of customer satisfaction index (IPK) that is equal to the lowest (0.625) , it can be concluded that the actual quality of the perceived ideal can not meet the quality expected by customers. On the Importance Performance Analysis (IPA) there are four attributes that should be corrected by PT . PLN (Persero) Tanjung Karang.

Keyword: SERVQUAL, customer satisfaction, Importance Performance Analysis (IPA)