

ABSTRACT

PT PLN (Persero) provides many services including the installation of a new power, the provision of street lighting, lights the addition of electrical power and service disruptions. PT PLN (Persero) should be able to provide the best service to the community as it will create satisfaction for consumers. Hence, customer satisfaction is a very important thing, by maintaining customer satisfaction will be created. Image is good for the company as well as the harmonious relationships for the company and customers. Customer satisfaction is one of the mirrors of the success of the company. The higher the level of customer satisfaction will be increasingly good corporate image in the eyes of the customers.

Due to PT PLN to monopolize the national electrical power needs, the community relies heavily on PT PLN, PLN was supposed to meet electricity needs for the community, and distribute it but they themselves are not able to evenly and fairly meet the electricity needs of the community. Frequent power outages without advance notice, if customer power payments post-Easter late pay then termination power by PLN, often recording electric meter error by PLN, distress pulses recharges by prepaid electricity customers at midnight if you forget fill the pulse, and many other customer complaints.

This research was to analyze the customer satisfaction level comparison of electricity and electricity prepaid postpaid PT. PLN (Persero) distribution of West Java and Banten Rayon of South Bandung. By using quality of service i.e. Tangibles, Responsiveness, Emphaty, Realibility, and Assurance, so that performance can be measured and expectations.

The research method used is descriptive quantitative method to describe the factual and accurate data regarding the facts as well as the relationships between phenomena investigated or researched. In analyzing the data, the authors use Importance Performance Analisis.

Keyword: Customer Satisfaction; The Quality Of Service; Importance Performance Analisis