

ABSTRACT

The number of complaints filed by customers on a state-owned company making state-owned companies should be able to maintain and improve service quality. No exception PT. PLN (Persero) as the state-owned company in the electricity sector. Not only distribution offices but also branch offices should be able to maintain and improve the quality of services, one of which is PT. PLN (Persero) Rayon Baleendah This study aims to determine whether there GAP atara customer perceptions and expectations on the quality of services based on five dimensions of service quality, ie reliability, responsiveness, assurance, empathy and tangibles to the PT. PLN (Persero) Rayon Baleendah.

The method used in this research is quantitative descriptive. In this study, the quality of service is measured through 23 attributes covering five dimensions of service quality. The data collection is done by giving questionnaires to respondents directly to the 100 respondents. The analysis technique used is descriptive analysis, Gap analysis and science to map the graph of Gap analysis to serve as suggestions that the company can determine which aspects need to be improved.

The results of this study indicate that the gap between perception and expectations of customers on the five dimensions of quality of services provided by PT. PLN (Persero) Rayon Baleendah. From this study, it was found that the quality of services provided by PT. PLN (Persero) Rayon Baleendah give a good perception, but when compared with the expectations found their GAP 5 for extremely high customer expectations on quality of service PT. PLN (Persero) Rayon Baleendah. In addition there are two dimensions that should be the focus for the company, namely the dimensions of reliability and responsiveness dimensions.

Keywords: Quality of Service, Customer Perception, Customer Expectations