

ABSTRACT

This research is motivated by problems related to Service Quality with Prepaid systems (Tokens) at PT. PLN (Persero) Distribution of West Java. This problem is based on the fact that there are still customers who migrate from the Prepaid system to the Postpaid system. This shows that Service Quality with Prepaid system (Token) at PT. PLN (Persero) Distribution West Java has not fully been able to fulfill Customer Satisfaction and Customer Loyalty for Prepaid systems (Tokens) at PT. PLN (Persero) Distribution of West Java.

The purpose of this study is to find out and analyze the quality of services that exist at PT. PLN (Persero) Distribution West Java, to find out Customer Satisfaction at PT. PLN West Java Distribution, to find out Customer Loyalty at PT. PLN West Java Distribution, to find out the Quality of Service for Customer Satisfaction with Prepaid Systems (Tokens) at PT. PLN West Java Distribution, to find out the Service Quality of Customer Loyalty with Prepaid Systems (Tokens) at PT. PLN West Java Distribution, to find out the quality of service to customer satisfaction and loyalty with a Prepaid System (Token) at PT. PLN West Java Distribution.

This study uses a quantitative method with the type of descriptive causality research. Sampling is done by nonprobability sampling with purposive sampling type, using the Arikunto formula, with the number of respondents as many as 100 people. The data analysis technique used is descriptive analysis and path analysis (path analysis).

The results showed that the quality of service of PT. PLN (Persero) Distribution West Java has a percentage of 72.06%, the value is included in the high category. While the customer satisfaction of PT. PLN (Persero) Distribution West Java has a percentage of 71.3%, the value is included in the high category. And the customer loyalty of PT. PLN (Persero) Distribution West Java has a percentage of 72.36%, the value is in the high category. The partial effect of service quality on customer satisfaction is 72.4%. The partial effect of service quality on customer loyalty is 65.1%. The partial effect of customer satisfaction on customer loyalty is 70.4%. The effect of service quality on customer satisfaction and customer loyalty is 83.9%.

The conclusion of this study, the quality of service with the Prepaid system (Token) at PT. PLN (Persero) Distribution West Java has entered into the good category, but there are some things that must be corrected, such as assurance or guarantee of the accuracy of measurement of electricity KWh so that people do not need to feel disadvantaged by this Prepaid system error. Service quality fully influences customer satisfaction and customer loyalty. This research is expected to be able to provide answers to theoretical capabilities including contribution, scientific development, and subsequent research.

Keywords: Service quality, Customer Satisfaction, and Customer Loyalty.