

# Analysis of the Relationship of Factors Affecting Customer Satisfaction at PT. PLN (Persero) Kotabaru Area

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**Abstract**— This study aims to determine and analyze the Quality of Service through variable assurance, empathy, age, gender, education, occupation, length of subscription, and power customer on customer satisfaction at PT. PLN (Persero) Kotabaru Area. This type of research uses explanatory research types. The object of research in this study is PT. PLN (Persero) Kotabaru Area. The sampling technique used was purposive sampling using the Slovin formula, where the number of samples was 400 people. Data analysis in this study used Correlation Analysis. Correlation Test research results prove that the empathy variable has the highest correlation that is equal to 0.586, is at the level of "Medium", this means that the empathy variable of PT. PLN (Persero) Kotabaru Area to customers makes customers feel satisfied with PT. PLN (Persero) Kotabaru Area.

**Keywords**— Correlation, service quality, variable.

## I. PRELIMINARY

Electricity is the source of human life, because without the presence of electricity, it would be difficult for people to survive. To be able to continue to live, then the need for electricity must be met. Therefore, the supply of electricity will be borne, including the Indonesian people, especially the people of South Kalimantan, specifically Kotabaru, Tanah Bumbu and its surroundings.

PT PLN (Persero) is a state-owned company appointed to meet the electricity needs of the Indonesian people. Service productivity is the ability of service producers to use inputs to provide services to meet customer expectations.

The increase in the number of customers is increasing day by day, is a positive increase to support the potential of PT. PLN (Persero) Kotabaru Area, but in practice the community still complained about the services provided by PT. PLN (Persero) Kotabaru Area. Complaints that cause disruption to the electricity network, changes in service to dispensation services that occurred in the past involving

consumers, such as errors in recording meters, delays in service of new installations and powered by power, being late in making electricity normalize, and also power outages using suddenly because it needs to be done by the community.

In addition to the need for electricity continues to increase, there are also some complaints against PT. PLN (Persero) Kotabaru Area is replaced by services received by customers such as, power outage schedules that have no certainty of completion time, house-to-house cable connections, and interference from electric power substations. As a company engaged in the sale of electrical energy, PT. PLN (Persero) Kotabaru Area is required to maximize the competence of employees to always be ready and ready to use.

The level of service quality (Service Quality) cannot be agreed based on the point of view. Therefore, in formulating the strategies and programs of institutions oriented to the interests of customers. Services provided by PT. PLN (Persero) Kotabaru Area can not be separated

from the quality of service consisting of Assurance and Emphaty.

According to Fatmawati (2010), one of the functions of government that is now increasingly highlighted is the community that is managed by government institutions that provide public services. Improving the quality of public services by the government is now increasingly prominent, even a priority for the community. The problem that is often criticized by the public or service recipients is the perception of "quality" inherent in all aspects of service.

Customer satisfaction is a requirement for a company that survives and is very important because maintaining customer satisfaction will create a good image for the company itself, there is also a good relationship between the company and the customer.

According to a brief consideration with consideration to the customer that has been done in Kotabaru District Regarding some questions regarding delays in service, consideration of time and service costs, frequent power outages, illegal electricity to a certain number of people who use the information needed to help themselves by collecting additional fees in every house when carrying electricity payment receipts required by customers and the PLN itself. This phenomenon will cause negative challenges from customers Based on the preliminary facts discussed above, it is very necessary to discuss further, therefore this study is given the title "Analysis of the Relationship of Factors Affecting Customer Satisfaction at PT. PLN (Persero) Kotabaru Area ".

### Formulation of the problem

Based on the background of the problem that has been described, then the problem is formulated as follows:

1. Are the factors of service quality (Guarantee, Empathy, Age, Gender, Education, Employment, Length of Subscription and Power) correlated with Customer Satisfaction at PT. PLN (Persero) Kotabaru Area?
2. What level of customer satisfaction does the customer receive from PT. PLN (Persero) Kotabaru Area?

### Research purposes

From the background of the above questions, the purpose of this study are:

1. To analyze the close relationship between Customer Satisfaction and the factors that influence it (Guarantee, Empathy, Age, Gender, Education, Employment, Length of Subscription and Power) at PT. PLN (Persero) Kotabaru Area.

2. To find out the level of Customer Satisfaction) at PT. PLN (Persero) Kotabaru Area.

## THEORETICAL BASIS

### Service Quality

Service quality can be measured by comparing perceptions between expected service and expected and perceived service by consumers (Gronroos, 1982; Parasuraman et al, 1990). In measuring service quality, according to Kotler (1994) it must start from recognizing the needs / interests of consumers and ending with consumer perceptions. This means that the picture of quality must refer to the views of consumers and not to the service provider, because consumers consume and enjoy services. Consumers deserve to determine whether the service is of good quality or not.

Efforts to maintain the quality of service, thereby aiming to provide satisfaction to the community, so that community satisfaction with PLN services in the Kotabaru Area can be used as an indicator of the performance of staff of PLN Kotabaru Area staff. The quality of public services is thus interpreted as community satisfaction with the services received by comparing the expectations of the community with the reality based on speed of service time, fairness in service, as well as time efficiency and service costs.

Some of the descriptions above regarding service quality, then in an effort to achieve research objectives, namely to find out the service quality of the Kotabaru Area PLN that is used to measure the quality of the service is by referring to the opinion expressed by Parasuraman, et.al. in Kotler (2003: 455).

### Customer satisfaction

Customer satisfaction is the customer's response to the discrepancy between the level of interest before and the actual performance felt after use. One factor that satisfies consumers or customers is the perception of service quality that focuses on five service dimensions, namely responsiveness, reliability, empathy, guarantee, and direct evidence. Customer satisfaction, in addition to being influenced by perceived service quality is also determined by product quality and price (Rangkuti, 2002: 30).

Gaspersz (1997: 34) states that basically customer satisfaction can be defined simply as a condition where the needs, desires and expectations of customers can be fulfilled through the products consumed.

### Hypotheses

Based on the conceptual framework above the hypotheses in this study are as follows:

1. Suspected factors of service quality (Assurance, Empathy, Age, Gender, Education, Employment, Length of Subscription and Power) are closely correlated to Customer Satisfaction at PT. PLN (Persero) Kotabaru Area.
2. It is suspected that the customer has a strong level of satisfaction with PT.PLN (Persero) Kotabaru Area.

## II. RESEARCH METHODS

This research uses explanatory research type. According to Sugiyono (2009: 18) explanatory research is research that explains the causal relationship between variables that influence hypotheses. This is in accordance with the purpose of the study, which is to explain the causal relationship that occurs between the independent variables with the dependent variable by testing the hypothesis.

The object of research in this study is PLN customers located in the work area of PT. PLN (Persero) Kotabaru Area.

### Sample

The sample is part of the number and characteristics possessed by the population. (Sugiyono, 2009: 122). In this study, the sampling technique used was purposive sampling. Purposive sampling, namely sampling carefully selected by taking research objects that are selective and have specific characteristics.

The sample distribution will be divided into 3 (three) regions, namely Kotabaru, Batulicin and Satui, for the Kotabaru 150 customers, Batulicin 150 customers and Satui 100 customers.

## III. RESULTS AND DISCUSSION

From the questionnaire that has been collected can be seen general description of respondents seen from various characteristics below:

Table 1. Gender of respondents

No.	Jenis Kelamin	Frekuensi	Persentase (%)
1	Laki-Laki	280	70%
2	Perempuan	120	30%
Jumlah		400	100%

Table 2. Age of Respondents

No.	Usia	Frekuensi	Persentase (%)
1	< 25	49	12,3%
2	26-30	42	10,5%
3	31-40	80	20,0%
4	41-50	134	33,5%
5	>50	95	23,8%
Jumlah		400	100%

Table 3. Education of respondents

No.	Usia	Frekuensi	Persentase (%)
1	SD	79	19,8%
2	SMP	67	16,8%
3	SMA-SMK	160	40%
4	Diploma	41	10,3%
5	S1-S2	53	13,3%
Jumlah		400	100%

Table 4. Respondent occupations

No.	Pekerjaan	Frekuensi	Persentase (%)
1	Wirausaha	6	1,5%
2	PNS	138	34,5%
3	Swasta	87	21,8%
4	TNI	42	10,5%
5	Polri	127	31,8%
Jumlah		400	100%

Table 5. Length of subscription of respondents

No.	Lama	Frekuensi	Persentase (%)
1	< 5 tahun	255	63,7%
2	> 5 tahun	145	36,3%
Jumlah		400	100%

Table 6. Respondent subscription power

No.	Lama	Frekuensi	Persentase (%)
1	450 watt	76	19%
2	900 watt	240	60%
3	1300 watt	56	14%
4	2200 watt	13	3,3%
5	≥3500 watt	15	3,8%
Jumlah		400	100%

Table 7. Correlation test results

Variabel	Corellation	Tingkat Hubungan
Assurance (X <sub>1</sub> )	0,452	Sedang
Empathy (X <sub>2</sub> )	0,586	Sedang
Umur (X <sub>3</sub> )	0,053	Sangat Lemah
Jenis Kelamin (X <sub>4</sub> )	0,127	Sangat Lemah
Pendidikan (X <sub>5</sub> )	0,074	Sangat Lemah
Pekerjaan (X <sub>6</sub> )	0,011	Sangat Lemah
Lama Berlangganan (X <sub>7</sub> )	0,102	Sangat Lemah
Daya (X <sub>8</sub> )	0,036	Sangat Lemah
Nilai R = 0,617		

Source: Primary Data Processed Results,

From the table above it can be seen that the correlation value of each variable, only assurance and empathy have a "Medium" relationship level, while other variables have a "very weak" relationship level. Of all the Emphaty variables, the highest correlation value is 0.586.

### Hypothesis Test Results

#### Hypothesis 1

Allegedly the factors of service quality (Assurance, Empathy, Age, Gender, Education, Employment, Length of Subscription and Power) correlate closely with

Customer Satisfaction at PT. PLN (Persero) Kotabaru Area.

Correlation analysis results, it is known that the largest correlation value is Emphaty of 0.586, showing that of the eight variables the greatest relationship between Emphaty variables with Customer Satisfaction variables where other variables that are considered influential are controlled or made fixed (as control variables) are moderately correlated because they are in intervals of 0.400 - 0.599. This means that empathy from the PLN to the customers makes customers feel satisfied with PT. PLN (Persero) Kotabaru Area.

### Hypothesis 2

Based on Table 7 can be seen from the R value of 0.624. This is the level of satisfaction felt by customers of PT. PLN (Persero) Kotabaru Area. This value is at the level of "STRONG" correlation, between 0.600 - 0.799. This is a good achievement for PT. PLN (Persero) Kotabaru Area, but its services must be improved so that the community or customers really feel the same and even satisfaction.

## IV. CONCLUSION

From the results of the study described in the previous chapter, then in this concluding discussion the authors can draw the following conclusions:

- A. Assurance, Empathy, Age, Gender, Education, Employment, Length of Subscription and Power have a correlation with Customer Satisfaction at PT. PLN (Persero) Kotabaru Area.
- B. Service quality factors (Assurance, Empathy, Age, Gender, Education, Employment, Length of Subscription and Power) are closely correlated to Customer Satisfaction at PT. PLN (Persero) Kotabaru Area. It is known that the variable Emphaty has the highest correlation that is equal to 0.586 is at the level of "Medium", this means that empathy from the PLN to the customers makes customers feel satisfied with PT. PLN (Persero) Kotabaru Area.
- C. Based on the value of R, 0.624. This is the level of satisfaction felt by customers of PT. PLN (Persero) Kotabaru Area. This value is at the level of "STRONG" correlation, between 0.600 - 0.799. This is a good achievement for PT. PLN (Persero) Kotabaru Area, but its services must be improved so that the community or customers really feel the same and even satisfaction.

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