

# The Effect of Service Quality on Customer Satisfaction of The State Electricity Company (Pln) In Ritaebang Village, West Solor Sib-District, East Flores Regency

<sup>1</sup>Melkisedek N. B. C. Neolaka, <sup>2</sup>Markus Tae and <sup>3</sup>Isidorus Gega Kein

<sup>1,2,3</sup>State Administration Study Program, Faculty of Social and Political Sciences, Nusa Cendana University

<sup>1</sup>Melkisedek.neolaka@staf.undana.ac.id, <sup>2</sup>Markustae150@gmail.com and <sup>3</sup>Isidoruskein24@gmail.com

## Abstract

The State Electricity Company (PLN) is one of the only State-Owned Enterprises (BUMN) that sells electricity in Indonesia. PT. PLN (Persero) is expected to be able to provide maximum service in meeting the demands of customer satisfaction at PT. PLN (Persero) Sub-Rayon Solor. This study aims to determine: the influence of service quality with PLN electricity customer satisfaction in Ritaebang Village, Solor Sub-District. The hypothesis in this study is:  $H_a$  = There is an influence of Service Quality with PLN Electricity Customer Satisfaction in Ritaebang Village, West Solor Sub-district.  $H_0$  = There is no influence of Service Quality with PLN Electricity Customer Satisfaction in Ritaebang Village, West Solor Sub-district. This type of research is quantitative. Data collection techniques were carried out through surveys, questionnaires, and field observations. The total population of the study was 402 customers with a sample of 80 people. The analytical method used is validity test, reliability test, normality test, hypothesis testing using simple linear regression analysis and simple regression coefficient test. The results of the analysis of the coefficient of determination ( $R^2$ ) show that the value of Adjusted  $R^2$  (Adjusted R Square) of 0.636 means that the influence of Tangibles (X1), Reliability (X2), Responsiveness (X3) Assurance (X4), Empathy (X5), on customer satisfaction (Y) or the quality of electricity services in Ritaebang Village, West Solor Sub-district, East Flores Regency, is 63.6%. Thus, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is an influence of Service Quality with PLN Electricity Customer Satisfaction in Riataebang Village, West Solor Sub-district.

**Keywords:** Service Quality, Customer Satisfaction, State Electricity Company

## PENDAHULUAN

The function of a state is to provide maximum service and in accordance with standards to the community through government services both at the center, the region, and within the State-Owned Enterprises (BUMN) or Regional-Owned Enterprises (BUMD), and community organizations.

Therefore, the services provided to the community must be in accordance with the service quality standards set by the company, which are oriented towards creating community satisfaction. Society needs services to meet various kinds of needs that cannot be met alone,

and in general it can be said that service cannot be separated from human life. Public services are provided to the community by the government. The government has an important role in providing public services as mandated in the law. In the Law of the Republic of Indonesia Number 25 of 2009 Article 1 states that "public services are activities or a series of activities in fulfilling service needs in accordance with statutory regulations for every citizen and resident of goods or administrative services provided by public service providers".

Through the Decree of the Minister of State Apparatus Empowerment Number 25 of 2004

concerning the Community Satisfaction Index based on the service principle which was later developed into 14 relevant, valid and reliable indicators, as a minimum indicator that must be used as a basis for measuring the community satisfaction index including 1) service procedures, 2) Service requirements, 3) clarity of service officers, 4) discipline of service officers, 5) responsibilities of service officers, 6) ability of service officers, 7) speed of service, 8) justice in getting services, 9) courtesy and friendliness of officers, 10 ) reasonableness of service fees, 11) certainty of service costs, 12) certainty of service schedules, 13) environmental comfort, 14) service security.

Good service will only be realized if in the service organization there is a service system that prioritizes the interests of citizens, especially service users and human resources that are oriented to the interests of citizens. Focusing on the interests of citizens is an absolute must for each service unit, because the existence of a public service unit depends on the presence or absence of citizens who need public services. Therefore, the implementation of quality public services has become a demand for the government. Especially at this time, where public services must not only be able to compete with the private sector, but public services must also be able to compete at the international level. The quality of this service is a very important thing for service provider organizations. In order to create quality services, it is also necessary to pay attention to what goals to be achieved from the service itself. The purpose of public services is to provide the best goods and services for the community. The best goods and services are those that fulfill what is promised or what society needs. Thus, the best public service is one that gives satisfaction to the public, if necessary, exceeding public expectations.

Good service quality is an effort that can be used by companies in facing competition in the service sector, which is closely related to customer satisfaction. Ikram, Nyoko and Fanggidae (2019) argue that quality has a close relationship with customer satisfaction. Quality gives a boost to customers to establish a strong relationship with the company. Therefore companies must understand and carefully

consider the expectations and customer needs. The qualities of service expected by customers are adequate facilities, good service, comfort, security, tranquility and satisfactory results. So that the management must think about how the quality of good service at this time can continue to grow for the sake of smoothness in the future in order to achieve satisfactory results for the customer or consumer. Efforts to improve service quality will be very effective if improving service quality is a goal to be achieved by the company, starting from top management or directors to service implementers or employees.

According to Ena, Nyoko and Ndoen (2019), a company must know the business competition that occurs in order to be able to knowing consumer behavior when making purchases of products or services so that companies can measure the behavior of a consumer through his attitude towards the object. In relation to PLN, PLN as a company must be able to identify its service attributes properly According to Parasuraman, Ziethmal and Berry in (Tjiptono, 2002) identify a complete set of service attributes that can be used by customers as criteria in assessing the company's service performance. The service quality assessment is based on five dimensions of service quality, namely reliability, responsiveness, assurance, empathy and tangibles. The State Electricity Company (PLN) is one of the only State-Owned Enterprises (BUMN) that sells electricity in Indonesia. Electrical energy is a basic human need and today's life. The increase in electricity demand is high and fast. The customer's need for electrical energy is even higher as a result of the increasing incomes of advanced and modern people. PT. PLN (Persero) is expected to be able to provide maximum service in meeting the demands of customer satisfaction. Customer satisfaction is an experience based on the experience of the assessment made by customers regarding the extent to which their expectations for products and services can be realized. PT. PLN (Persero) as a government agency that provides public services to the community has a very strategic role. Therefore PT. PLN (Persero) is required to be able to provide quality services for the community in accordance with the Public

Service Standards (SPP) and Standard Operating Procedures (SOP) which are written standards or guidelines used to encourage and mobilize a group to achieve the goals of the organization or company that are set and reach all levels of society. SOP is useful as a reference and basis for implementing personnel in carrying out quality technical services for electricity

customers who use electrical energy. Likewise for customers in Ritaebang Village, which often experience an increase every year as said by the service unit section of PT. PLN (Persero) Sub-Rayon Solor. It can be seen in the table below that the need for electrical energy has increased every year.

**Table 1.** Number of Household Electricity Customers from 2017-2019 in Ritaebang Village, West Solor District

No.	Year	Number of Customers	Percentage (%)
1.	2017	327	31
2.	2018	345	33
3.	2019	360	34

**Source:** Procurement Service Unit for the Eastern part of Flores Sub-Rayon Solor (2020)

The data in table 1 shows that the community's need for electrical energy has increased every year. In 2017 to 2018 the need for electrical energy has increased by 31% and from 2018 to 2019 the need for electrical energy has increased by 33%. With this, the need for electrical energy in Ritaebang Village, West Solor District has increased by 34% in the last three years.

With the increasing demand for electrical energy, PT. PLN (Persero) is required to be able to provide optimal service for customers. Along with time and the development of technology, society always needs a service, both in the form

of technical matters and non-technical matters. Technical services are part of the PLN program to improve the quality of customer service. Technical services referred to here are services in the form of infrastructure and service support tools. In the technical service section, customers often complain of unsatisfactory service including:

The lack of facilities and infrastructure at PT. PLN (Persero) Rayon Solor Sub district that is located right in Ritaebang Village for more details can be seen in table 2.

**Table 2.** Service Support Equipment

No.	Equipment Name	Number of Equipment	Equipment Condition	
			Good	Broken
1.	Safety helmet	2 pieces	✓	
2.	Gloves	2 pairs	✓	
3.	Work Vest	2 pairs	✓	
4.	Stairs (12 Meters)	1 piece	✓	
5.	Seatbelt	2 pieces	✓	
6.	Ropes	1 piece	✓	
7.	Hydraulic Pliers Press	-	-	-
8.	Tool Kit Set	-	-	-
9.	Ampere Tang	1 piece	✓	
10.	Safety Shoes	2 pairs	✓	
11.	Stick 20 kv	1 piece	✓	
12.	Computer			✓
13.	Printer			✓

**Source:** PLN Sub Rayon Solor Guard Unit Office (2020)

In addition to technical service constraints, there are non-technical service constraints. The intended non-technical services are services ranging from reception counters (front-liner, front-disk), administrative services, service administration, information services and so on. The problems faced by customers include:

1. According to the applicable SOP at PT. PLN (Persero) that adding power or increasing power tariffs on KWH meters and/or changing ownership rights will be carried out within five (5) working days after payment. However, the procedure for applying for the transfer of ownership rights and/or increasing the power tariff on the KWH meter is quite
- 3.

1.	Monday-Thursday	:	07.00-16.00 WIT, including break 1
2.	Friday	:	06.30-14.30 WIT, including 1-hour break.
3.	Saturday	:	Day off
4.	Sunday	:	Day off
5.	Especially for disruption services open 24 hours.		

But in fact the officers are often late in opening the counter at the guard office of PT. PLN (Persero) in Ritaebang Village and there are even customers who have to go to the officer's house to submit their complaints.

4. There are still public complaints about the delay in providing services to customers that exceed three (3) days and even weeks so that customers seem to wait too long.
5. There is still a lack of human resources, in this case two (2) field officers who have a special function to handle customer complaints or problems in relation to electricity services, especially customers in Ritaebang Village who can provide information about procedures, costs, and all other matters related to electrical services.
- 6. Lack of friendliness of officers in providing electricity services to the community.**

Taking into account empirical phenomena including various problems that occur in electricity services as described above, it can be assumed that the quality of electricity services in Ritaebang Village, West Solor District, East Flores Regency is currently still low. For this

lengthy and includes several stages from the guard office level to the Sub-Rayon office which takes time, effort, and money from the applicant, then the submission usually takes one (1) week. But in reality it takes more than one (1) month, of course this is an obstacle for applicants who should want a fast, easy and satisfying service quality.

2. PT. PLN (Persero) Sub Rayon Solor is generally regulated according to company needs and laws and regulations, namely 8 hours of work a day or 40 hours of work a week, the amount in practice is regulated as follows:

reason, researchers are interested in conducting scientific studies through a more thorough and in-depth study

## LITERATURE REVIEW

### a. Service

Service according to the Big Indonesian Dictionary (2005: 646) states: "Service is a matter and convenience provided in connection with the sale and purchase of goods and services."

While a more detailed definition is given by Gronroos (in Ratminto and Atik, 2005: 2): "Service is an activity or a series of activities that are invisible (cannot be touched) that occur as a result of interactions between consumers and employees or other things provided by service providers that are intended to solve consumer problems."

From some of the definitions above, it can be seen that the main characteristics of services are invisible (cannot be touched) and see human efforts (employees) or other equipment provided by service providers. In addition, Moenir in his book on public service management in Indonesia defines service: "Activities carried out by a person or group of people on the basis of

material factors through a system of procedures and with certain methods in an effort to fulfill the interests of others according to their rights" (Moenir, 2008: 27). ).

This explains that service is a form of certain system, procedure or method that is given to other people in terms of customers so that the customer's needs could be met in accordance with their expectations. Service is an activity or sequence of activities that occur in direct interaction between a person with another person or a physical machine, and provides customer satisfaction.

### **b. Service Quality**

According to Zeithaml, Berry and Parasuraman (in Tjiptono, 1997) to find out the quality of service that is actually felt by consumers, there is an indicator of a measure of customer satisfaction, which lies in 5 (five) dimensions of service quality according to what consumers say. The five service indicators according to these consumers are:

1. Tangibles (direct evidence), namely the quality of service in the form of physical office facilities, service provider employees/personnel, computerized administration, communication equipment or facilities, waiting room, information area.
2. Reliability is the ability of the apparatus to provide easy and reliable services.
3. Responsiveness (responsiveness), namely the desire of the apparatus to help customers without being asked and responsive to consumer desires, so that the apparatus can help customers even before the customer realizes or asks for it.
4. Assurance (guarantee) is the ability and friendliness and courtesy of the apparatus in ensuring consumer confidence, free from things that endanger customers or from doubts.
5. Empathy, which includes the ease of making good communication relationships, and understanding the needs of customers individually and collectively.

According to Fandy Tjiptono (2012:157) defines service quality as a measure of how good the

level of service provided is able to match customer expectations. Another definition of service quality according to Wyckof in Lovelock cited by Fandy Tjiptono (2012:270) is the level of excellence (excellence) that is expected and the control over these advantages fulfills customer desires. Furthermore, the definition of service quality according to Mauludi (2013: 67) suggests that service quality is how far the difference between reality and customer expectations for the services they receive or obtain.

Based on the definition above, it can be concluded that service quality is an economic activity whose output is not a product of consumption, along with production time and provides added value (such as satisfaction) that is intangible and if the service received by the customer is as expected, the service quality is perceived good (ideal), and vice versa if the service received is less than what the customer expects, then the quality of service will be perceived as bad (less than ideal), so that the needs and desires of customers feel that they have not been fulfilled.

### **c. Customer Satisfaction**

Satisfaction is the level of customer feelings after comparing the perceived performance (results) compared to previous results. The level of satisfaction is a function of the difference between perceived performance and expectations. Moreover, if the performance is below expectations, the customer will be disappointed. If performance is in line with expectations, customers will be satisfied (Barnes, 2001:72).

Measuring the level of customer satisfaction can be influenced through two components, among others (Rangkuti, 2002: 23):

1. Desire Service: a service that was expected to be receive. In the form of customer feedback before receiving service.
2. Adequate service: a service that is quite acceptable. In the form of customer feedback after receiving service.

Long-term customer satisfaction is the goal of all marketing activities for all organizations or companies. The focus of the relationship-based

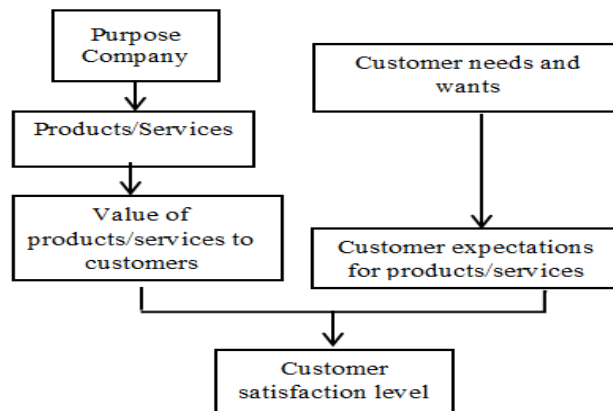
approach to business is understanding what consumer's want and need and viewing consumers as long-term assets that will provide continuous income as long as consumer needs are met (Barnes, 2001: 11).

In general, it can be said that customer satisfaction is a profit generated in the business world. More clearly, the benefits of customer satisfaction are as follows (Kencana, 2005: 34-35):

1. Satisfied customers create their experiences with friends, relatives, or others. That is, with positive word-of-mouth occurring, thus the customer is a good advertiser for the company, and the company does not have to pay for it.
2. Satisfied customers do not hesitate to pay for the products/services consumed at a higher price. Logically, customers do not want to risk getting an unsatisfactory experience if they switch to consuming the product/service.

3. Companies that have high satisfaction ratings appear to be better able to withstand the pressures of price competition.
4. Satisfied customers usually do not hesitate to offer creative ideas to the company. Rationally, if the company implements the idea, then the customers who feel the luckiest are the customers themselves.
5. Satisfied customers will make repeat purchases. So, sales turnover from satisfied customers is relatively biased.
6. Satisfied customers become more wary of advertising similar products from different companies. Satisfied customers are not easily tempted to switch.

From the information above, it can be concluded that satisfied customers will provide great benefits for the company, besides being able to increase profits but also can form a good image for the company itself.



**Figure 1:** Customer Satisfaction Concept

Source: Tjiptono, 1997:74

A company in providing services must have reasons why it must provide the best. Basically, companies want their services to be liked by consumers who meet their needs and realize expectations so they feel satisfied. Ideally, the company creates quality services that are in line with the needs and desires of consumers in order to realize consumer expectations for company services so as to grow the level of customer satisfaction, which ultimately can create consumers who can benefit the company.

## RESEARCH METHODOLOGY

In order for the research to be more focused and in accordance with the desired objectives, the authors use a quantitative approach to manage the data obtained from the research location in the form of data in the form of numbers or quantitative data raised. Quantitative approach is the search for data/information from the reality of existing problems with reference to the proof of concept/theory used (Sugiyono, 2011: 14).

The method used in this study is a survey, by examining a relatively broad population by determining a representative sample (representative) of the population studied (Sugiyono, 2011:7)

Distributing questionnaires, documentation, and interviews carries out this survey method. The study links six variables, namely Service Quality (tangibles, reliability, responsiveness, assurance and empathy) with Electricity Customer Satisfaction of the State Electricity Company (PLN) in the Ritaebang Village, West Solor District, East Flores Regency.

Electricity Company (PLN) is often not in accordance with what customers expect so that customers are often dissatisfied with the services provided. This causes the services provided to be of low quality likewise the service quality of the State Electricity Company (PLN) in Ritaebang Village, West Solor District, East Flores Regency. Based on the results of the research and the author's observations during the study, it was found that there were several influences of service quality on the satisfaction of electricity customers of the State Electricity Company (PLN) in Ritaebang Village, West Solor District, East Flores Regency, namely;

## RESEARCH RESULTS AND DISCUSSION

The quality of electricity services for the State

### a. Correlation Analysis of Service Quality Against Electricity Customer Satisfaction

**Table 3.** Results of Simple Correlation Quality Analysis

Correlations							
		X1	X2	X3	X4	X5	Y
X1	Pearson Correlation	1	.635**	.555**	.363**	.533**	.517**
	Sig. (2-tailed)		.000	.000	.001	.000	.000
	N	80	80	80	80	80	80
X2	Pearson Correlation	.635**	1	.700**	.523**	.723**	.663**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	80	80	80	80	80	80
X3	Pearson Correlation	.555**	.700**	1	.426**	.694**	.644**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	80	80	80	80	80	80
X4	Pearson Correlation	.363**	.523**	.426**	1	.622**	.643**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	80	80	80	80	80	80
X5	Pearson Correlation	.533**	.723**	.694**	.622**	1	.758**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	80	80	80	80	80	80

Y	Pearson Correlation	.517**	.663**	.644**	.643**	.758**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80
**. Correlation is significant at the 0.01 level (2-tailed).							

*Source:* processed primary data (2021)

### 1. Simple Correlation Analysis Between X1 With Y

The data in the table above shows that the  $r_{xy}$  value of 0.517 allows that there is a relationship between the tangibles variable (X1) and customer satisfaction (Y). This is based on the provision that if  $r_{count} > r_{table}$ , then there is a significant correlation/correlation or  $H_a$  is accepted on the grounds that  $r_{count}$  is  $0.517 > r_{table}$  is 0.220 (see table 3 and appendix r table).

The relationship is positive and is in the moderate classification, in the sense that tangibles is related to the first indicator, namely the availability of work equipment used by PLN officers at the West Solor Sub-Rayon guard office in carrying out their duties every working day. This is indicated that the quality or the quality of an equipment and the availability of equipment can ensure smoothness in providing services to electricity customers, the limitations of the equipment used can hinder the service process, therefore it is demanded that PLN be able to provide adequate equipment in order to support the service. The second indicator is supporting information services. This is indicated that in providing satisfactory services, information services are very important for customers in order to make it easier for customers to carry out service processes to produce output from the service itself. While the third indicator is the technology used. This is indicated that not only information and communication technology, but also education for customers related to customer service needs to be improved because not all customers understand technology and there is a need for periodic socialization to customers.

### 2. Simple Correlation Analysis Between X2 With Y

The data in the table above shows that the  $r_{xy}$  value of 0.663 allows that there is a relationship between the reliability variable (X2) and customer satisfaction (Y). This is based on the provision that if  $r_{count} > r_{table}$ , then there is a significant correlation/correlation or  $H_a$  is accepted on the grounds that  $r_{count}$  is  $0.663 > r_{table}$  is 0.220 (see table 3 and appendix r table).

The relationship is positive and is in the moderate classification, in the sense that reliability is related to the first indicator, namely punctuality when making promises. This is indicated that there is an inconsistency with the promise that has been agreed upon by the officer to the customer which can result in the customer having to wait, this causes customer dissatisfaction with the service provided by the service officer provided based on the SOP for the service time at least 1x24 hours after receiving a complaint from the customer, at that time, the officer will provide services according to what the customer has complained about. The second indicator is honesty in service. Officers are required to always be honest in providing services, both in the form of technical services and non-technical services. The third indicator is trying to avoid mistakes in providing services.

### 3. Simple Correlation Analysis Between X3 With Y

The data in the table above shows that the  $r_{xy}$  value of 0.644 allows that there is a relationship between the responsiveness variable (X3) and customer satisfaction (Y). This is based on the provision that if  $r_{count} > r_{table}$ , then there is a significant correlation/correlation or  $H_a$  is accepted on the grounds that  $r_{count}$  is  $0.644 > r_{table}$  is 0.220 (see table 3 and appendix r table).

This relationship is positive and is classified as moderate or low, in the sense that responsiveness is related to the first indicator,



namely being ready to help customers, it is indicated that customers often seem to wait for service for days or even weeks, this can cause customer discomfort and will cause inconvenience. Customer satisfaction with the services provided here, officers are required so that in any situation the officers are always ready to serve complaints from customers. The second indicator of speed in service, can quickly serve customer complaints 1 x 24 hours after receiving complaints from customers. While the third indicator is smooth communication, officers are required to build smooth communication with customers in order to make it easier to deal with disturbances that customers complain about, both in the form of technical services and non-technical services.

#### 4. Simple Correlation Analysis Between X4 With Y

The data in the table above shows that the  $r_{xy}$  value of 0.643 allows that there is a relationship between the assurance variable (X4) and customer satisfaction (Y). This is based on the provision that if  $r_{count} > r_{table}$ , then there is a significant correlation/correlation or  $H_a$  is accepted on the grounds that  $r_{count}$  is  $0.643 > r_{table}$  is 0.220 (see table 3 and appendix r table)

This relationship is positive and is classified as moderate or low, in the sense that assurance is related to the first indicator, namely courteous service, in every service officers are required to always provide courteous service to customers. The second indicator is skilled in carrying out tasks, adequate skills for each officer so that in providing services they can meet the demands of customers in order to achieve a sense of

satisfaction. While the third indicator is adequate knowledge, in this section officers must have adequate skills so as not to hinder the course of a job and obtain results according to what is expected in the service process.

#### 5. Simple Correlation Analysis Between X5 With Y

From the data in the table above, it shows that the  $r_{xy}$  value of 0.758 allows that there is a relationship between the empathy variable (X5) and customer satisfaction (Y). This is based on the provision that if  $r_{count} > r_{table}$ , then there is a significant correlation/correlation or  $H_a$  is accepted on the grounds that  $r_{count}$  is  $0.758 > r_{table}$  is 0.220 (see table 3 and appendix r table).

This relationship is positive and is classified as moderate or low, in the sense that empathy is related to the first indicator, namely attention to customers, the indicator indicates that customers are often neglected and some even have to wait days or even weeks to get service from officers both technically and non-technically this of course has deviated from the applicable SOP, services are received at least 1 x 24 hours after receiving complaints from customers. The second indicator is the responsibility of comfort; in this section officers are required to be able to provide comfort for customers in the service process. While the third indicator is prioritizing the interests of the customer, in any emergency situation the customer must be prioritized even in an urgent situation for the sake of creating satisfaction in the service process.

#### b. Simple Linear Regression Analysis

##### 1. X1 Regression Equation Against Y

**Table 4.** Results of Simple Linear Regression Analysis X1 Against Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.426	2.035		5.616	.000
	X1	.942	.177	.517	5.333	.000
a. Dependent Variable: Electricity Customer Satisfaction (Y)						

a. Dependent Variable: Electricity Customer Satisfaction (Y)

Source: primary data processed, (2021)

$$Y = a + b_1 X_1$$

$$Y = 11,426 + 0,942$$

These figures can be interpreted as follows:

1. A constant of 11,426; it means that Tangibles (X1) value is 0.942 and electric customer satisfaction (Y) in the electricity service process in Ritaebang Village, West Solor

District, East Flores Regency is positive, which is 0.942.

2. Tangibles variable regression coefficient (X1) is 0.942, which means Tangibles (X1) has increased by 1; then the satisfaction of electricity customers (Y) in the process of electricity services in the Ritaebang Village, West Solor District, East Flores Regency, will increase by 0.942 (See table 4). The coefficient is positive and classified as low quality between Tangibles (X1) and electric customer satisfaction (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency. Therefore, the lower the Tangibles (X1), the lower the satisfaction of electric customers

3. (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency. Electricity customer satisfaction value (Y) can be seen in the Casewise Diagnostics table (Column Predicted Value). Meanwhile, Residual (unstandardized residual) is the difference between electric customer satisfaction (Y) in the process of providing electricity in Ritaebang Village, West Solor District, East Flores Regency, with Predicted Value, and Std. Residual (standardized residual) is the residual value that has been standardized (the value is closer to 0 or more than 1 or -1, the less good the regression model is in making predictions).

## 2. Regression equation X2 against Y

**Table 5.** Results of Simple Linear Regression Analysis X2 Against Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.136	1.694		5.394	.000
	X2	1.226	.157	.663	7.827	.000

a. Dependent Variable: Electricity Customer Satisfaction (Y)

**Source:** primary data processed, (2021)

$$Y = a + b_2 X_2$$

$$Y = 9,136 + 1,226$$

These figures can be interpreted as follows:

1. Constant of 9.136; it means that reliability (X2) value is 1.226 and electric customer satisfaction (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency is positive, which is 1.226.
2. Regression coefficient of reliability variable (X2) is 1.226, meaning that reliability (X2) has increased by 1; then the satisfaction of electricity customers (Y) in the process of electricity services in the Ritaebang Village, West Solor District, East Flores Regency, will increase by 1.226 (See table 5). The coefficient is positive and classified as low quality between reliability (X2) and electric customer satisfaction (Y) in the process of electricity services in Ritaebang Village,

West Solor District, East Flores Regency. Therefore, the lower the reliability (X2), the lower the satisfaction of electric customers (Y) in the electricity service process in the Ritaebang Village, West Solor District, East Flores Regency. Electricity customer satisfaction value (Y) can be seen in the Casewise Diagnostics table (Column Predicted Value). Meanwhile, Residual (unstandardized residual) is the difference between electric customer satisfaction (Y) in the process of providing electricity in Ritaebang Village, West Solor District, East Flores Regency, with Predicted Value, and Std. Residual (standardized residual) is the residual value that has been standardized (the value is closer to 0 or more than 1 or -1, the

less good the regression model is in making predictions).

### 3. X3 Regression Equation Against Y

**Table 6.** Results of Simple Linear Regression Analysis X3 Against Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.671	1.710		5.654	.000
	X3	1.134	.153	.644	7.434	.000

a. Dependent Variable: Electricity Customer Satisfaction (Y)

*Source:* primary data processed, (2021)

$$Y = a + b_3 X_3$$

$$Y = 9,671 + 1,134$$

These figures can be interpreted as follows:

1. Constant of 9.671; it means that responsiveness (X3) value is 1.134 and electric customer satisfaction (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency is positive, which is 1.134.
2. The regression coefficient for the responsiveness variable (X3) is 1.134, which means that the responsiveness (X3) has increased by 1; then the satisfaction of electricity customers (Y) in the process of electricity services in Ritaebang Village, West Solor District, East Flores Regency, will increase by 1.134 (See table 6). The coefficient is positive and classified as low quality between responsiveness (X3) and electricity customer satisfaction (Y) in the process of electricity services in Ritaebang Village, West Solor District, East Flores

Regency. Therefore, the lower the responsiveness (X3), the lower the satisfaction of electric customers (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency. Electricity customer satisfaction value (Y) can be seen in the Casewise Diagnostics table (Column Predicted Value). Meanwhile, Residual (unstandardized residual) is the difference between electric customer satisfaction (Y) in the process of providing electricity in Ritaebang Village, West Solor District, East Flores Regency, with Predicted Value, and Std. Residual (standardized residual) is the residual value that has been standardized (the value is closer to 0 or more than 1 or -1, the less good the regression model is in making predictions).

### 4. X4 Regression Equation Against Y

**Table 7.** Results of Simple Linear Regression Analysis X4 Against Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.251	2.030		3.572	.001
	X4	1.270	.171	.643	7.420	.000

a. Dependent Variable: Electricity Customer Satisfaction (Y)

*Source:* primary data processed, (2021)

$$Y = a + b_4 X_4$$

$$Y = 7,251 + 1,270$$

These figures can be interpreted as follows:

1. A constant of 7.251; It means that assurance (X4) is 1.270 and electric customer satisfaction (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency is positive, which is 1.270.
2. The regression coefficient for the assurance variable (X4) is 1.270, which means that the assurance (X4) has increased by 1; Then the satisfaction of electricity customers (Y) in the process of electricity services in Ritaebang Village, West Solor District, East Flores Regency, will increase by 1.270 (See table 7). The coefficient is positive and classified as low quality between assurance (X4) and customer satisfaction (Y) in the process of electricity services in Ritaebang Village,

West Solor District, East Flores Regency. Therefore, the lower the assurance (X4), the lower the satisfaction of electric customers (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency. Electricity customer satisfaction value (Y) can be seen in the Casewise Diagnostics table (Column Predicted Value). Meanwhile, Residual (unstandardized residual) is the difference between electric customer satisfaction (Y) in the process of providing electricity in Ritaebang Village, West Solor District, East Flores Regency, with Predicted Value, and Std. Residual (standardized residual) is the residual value that has been standardized (the value is closer to 0 or more than 1 or -1, the less good the regression model is in making predictions).

### 5. Regression Equation of X against Y

**Table 8.** Results of Simple Linear Regression Analysis X4 Against Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.995	1.505		4.648	.000
	X5	1.362	.133	.758	10.271	.000

a.

Dependent Variable: Electricity Customer Satisfaction (Y)

*Source:* primary data processed, (2021)

$$Y = a + b_5 X_5$$

$$Y = 6,995 + 1,362$$

These figures can be interpreted as follows:

1. Constant of 6.995; it means that empathy (X5) value is 1.270 and electric customer satisfaction (Y) in the process of electricity service in Ritaebang Village, West Solor District, East Flores Regency is positive, which is 1.362.
2. The regression coefficient for empathy variable (X5) is 1.362, meaning that empathy (X5) has increased by 1; then the satisfaction of electricity customers (Y) in the process of electricity services in Ritaebang Village, West Solor District, East Flores Regency, will increase by 1.362 (See table 8). The coefficient is positive and classified as low quality between empathy (X5) and electric customer satisfaction (Y) in the process of

providing electricity in the Ritaebang Village, West Solor District, East Flores Regency. Therefore, the lower the empathy (X5), the lower the satisfaction of electric customers (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency. Electricity customer satisfaction value (Y) can be seen in the Casewise Diagnostics table (Column Predicted Value). Meanwhile, Residual (unstandardized residual) is the difference between electric customer satisfaction (Y) in the process of providing electricity in Ritaebang Village, West Solor District, East Flores Regency, with Predicted Value, and Std. Residual (standardized residual) is the residual value that has been standardized (the value is closer to 0 or more than 1 or -1, the

less good the regression model is in making predictions).

### c. Partial Correlation Analysis

**Table 9.** Results of Partial Correlation Analysis

			Correlations				
Control Variables			X1	X2	X3	X4	X5
Electricity Customer Satisfaction (Y)	X1	Correlation	1.000	.456	.339	.047	.254
		Significance (2-tailed)	.	.000	.002	.683	.024
		Df	0	77	77	77	77
	X2	Correlation	.456	1.000	.476	.168	.451
		Significance (2-tailed)	.000	.	.000	.139	.000
		Df	77	0	77	77	77
	X3	Correlation	.339	.476	1.000	.020	.413
		Significance (2-tailed)	.002	.000	.	.859	.000
		Df	77	77	0	77	77
	X4	Correlation	.047	.168	.020	1.000	.269
		Significance (2-tailed)	.683	.139	.859	.	.016
		Df	77	77	77	0	77
	X5	Correlation	.254	.451	.413	.269	1.000
		Significance (2-tailed)	.024	.000	.000	.016	.
		Df	77	77	77	77	0

*Source:* primary data processed, (2021)

#### 1. Partial Correlation Between Tangibles With Customer Satisfaction (Y)

The data in table 9 above shows that the results of the partial correlation analysis ( $r_{y.x_1x_2x_3x_4x_5}$ ) there is a correlation between Tangibles (X1) and Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5), where Customer Satisfaction (X4) Y) controlled (fixed) is 0.254 (See table 9). This shows that there is a low relationship between Tangibles (X1) and Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5), if Customer Satisfaction (Y) remains. While the direction of the relationship is positive because the positive  $r$  value means that the lower the Tangibles (X1), the lower the Reliability (X2), Responsiveness (X3), Assurance (X4), Empathy (X5).

The results show that tangibles are related to the first indicator, namely the availability of work equipment used by PLN officers at the West Solor Sub-Rayon guard office in carrying out their duties every working day. This is indicated that the quality or the quality of an equipment and the availability of equipment can ensure smoothness in providing services to electricity customers, the limitations of the equipment used can hinder the service process, therefore it is demanded that PLN be able to provide adequate equipment in order to support the service. The second indicator is supporting information services. This is indicated that in providing satisfactory services, information services are very important for customers in order to make it easier for customers to carry out service

processes to produce output from the service itself. While the third indicator is the technology used. This is indicated that not only information and communication technology, but also education for customers related to customer service needs to be improved because not all customers understand technology and there is a need for periodic socialization to customers.

## **2. Partial Correlation Between Reliability With Customer Satisfaction (Y)**

The data in table 9 above shows that the results of the partial correlation analysis ( $r_{y.X_2X_3X_4X_5X_1}$ ) there is a correlation between Reliability (X2) and Responsiveness (X3), Assurance (X4), Empathy (X5), Tangibles (X1) where Customer Satisfaction (Y) controlled (made constant) was 0.451 (See table 9). This shows that there is a moderate or less high relationship between Reliability (X2) and Responsiveness (X3), Assurance (X4), Empathy (X5), Tangibles (X1) if Customer Satisfaction (Y) remains. While the direction of the relationship is positive because the positive  $r$  value means less high Reliability (X2), then less high Responsiveness (X3), Assurance (X4), Empathy (X5), Tangibles (X1).

The results of the study indicate that reliability is related to the first indicator, namely punctuality when promised, this is indicated that it is not always consistent with the promises that have been agreed upon by the officer to the customer can result in the customer having to wait so this causes customer dissatisfaction with the services provided by service officers who provided based on the SOP for service time at least 1x24 hours after receiving a complaint or complaint from a customer, at that time, the officer will provide services according to what the customer has complained about. The second indicator is honesty in service, officers are required to always be honest in providing services, both in the form of technical services and non-technical services. While the third indicator is trying to avoid mistakes in providing services.

## **3. Partial Correlation Between Responsiveness and Customer Satisfaction (Y)**

The data in table 9 above shows that the results of the partial correlation analysis ( $r_{y.X_3X_4X_5X_1X_2}$ ) there is a correlation between Responsiveness

(X3) and Assurance (X4), Empathy (X5), Tangibles (X1), Reliability (X2) where Customer Satisfaction (Y) controlled (made constant) was 0.413 (See table 9). This shows that there is a moderate or less high relationship between Responsiveness (X3) and Assurance (X4), Empathy (X5), Tangibles (X1), Reliability (X2) if Customer Satisfaction (Y) remains. While the direction of the relationship is positive because the positive  $r$  value means that the less high Responsiveness (X3), the less high Assurance (X4), Empathy (X5), Tangibles (X1), Reliability (X2).

The results show that responsiveness is related to the first indicator, namely being ready to help customers, it is indicated that customers often seem to wait for services for days or even weeks, this can cause customer discomfort and will cause customer dissatisfaction with the services provided here, officers are required to any situation the officer is always ready to serve complaints from customers. The second indicator of speed in service, can quickly serve customer complaints 1 x 24 hours after receiving complaints from customers. While the third indicator is smooth communication, officers are required to build smooth communication with customers in order to make it easier to deal with disturbances that customers complain about, both in the form of technical services and non-technical services.

## **4. Partial Correlation Between Assurance and Customer Satisfaction (Y)**

The data in table 9 above shows that the results of the partial correlation analysis ( $r_{y.X_4X_5X_1X_2X_3}$ ) there is a correlation between Assurance (X4) with Empathy (X5), Tangibles (X1), Reliability (X2), Responsiveness (X3) where Customer Satisfaction (Y) controlled (made constant) was 0.269 (See table 9). This shows that there is a low relationship between Assurance (X4) and Empathy (X5), Tangibles (X1), Reliability (X2), Responsiveness (X3) if Customer Satisfaction (Y) remains. While the direction of the relationship is positive because the positive  $r$  value means that the lower the Assurance (X4), the lower the Empathy (X5), Tangibles (X1), Reliability (X2), Responsiveness (X3).

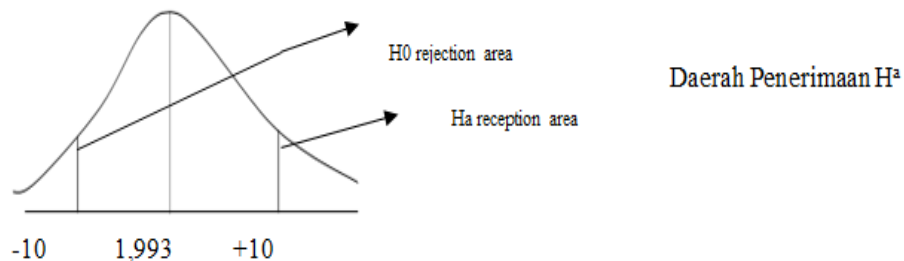
The results show that Assurance is related to the first indicator, namely courteous service, in every service officers are required to always provide courteous service to customers. The second indicator is skilled in carrying out tasks, adequate skills for each officer so that in providing services they can meet the demands of customers in order to achieve a sense of satisfaction. While the third indicator is adequate knowledge, in this section officers must have adequate skills so as not to hinder the course of a job and obtain results according to what is expected in the service process.

### 5. Partial Correlation Between Empathy and Customer Satisfaction (Y)

The data in table 9 above shows that the results of the partial correlation analysis ( $r_{y.x_5x_1x_2x_3x_4}$ ) there is a correlation between Empathy (X5) and Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) where Customer Satisfaction (Y) controlled (fixed) is 1,000 (See table 9). This shows that there is a very high relationship between Empathy (X5) and Tangibles (X1), Reliability (X2),

#### d. Hypothesis Test

##### 1. Determining t Calculate



**Figure 4:** H0 Determination Area in the Simple Correlation Coefficient Significance Test

Based on the results of the correlation coefficient significance test above, it can be concluded as follows:

- The value of t count > from t table ( $5.195 > 1.993$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between tangibles (X1) and electricity customer satisfaction (Y) in Ritaebang Village, West Solor District, East Flores Regency. This means that there is a significant relationship between tangibles (X1) and electricity customer satisfaction (Y) in Ritaebang

Responsiveness (X3), Assurance (X4) if Customer Satisfaction (Y) remains. While the direction of the relationship is positive because the positive r value means that the higher the Empathy (X5), the lower the Tangibles (X1), Reliability (X2), Responsiveness (X3), Assurance (X4).

The results show that Empathy is related to the first indicator, namely attention to customers, on the indicator it is indicated that customers are often neglected and some even have to wait days and even weeks to get service from officers both technically and non-technically this is certainly deviant from the applicable SOP, services are received at least 1 x 24 hours after receiving complaints from customers. The second indicator is the responsibility of comfort, in this section officers are required to be able to provide comfort for customers in the service process. While the third indicator is prioritizing the interests of the customer, in any emergency situation the customer must be prioritized even in an urgent situation for the sake of creating satisfaction in the service process.

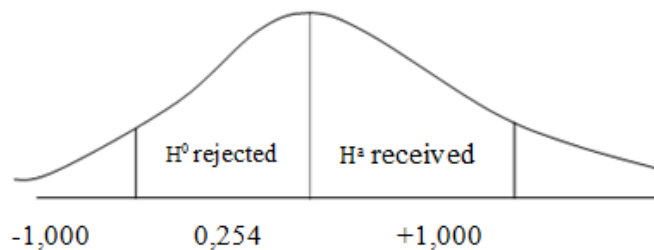
Village, West Solor District, East Flores Regency.

- The value of t count > from t table ( $7.624 > 1.993$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between reliability (X2) and electricity customer satisfaction (Y) in Ritaebang Village, West Solor District, East Flores Regency. This means that there is a significant relationship between reliability (X2) and electricity customer satisfaction (Y) in Ritaebang

Village, West Solor District, East Flores Regency.

- c. The value of  $t$  count  $>$  from  $t$  table ( $7.240 > 1.993$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between responsiveness (X3) and electricity customer satisfaction (Y) in Ritaebang Village, West Solor District, East Flores Regency. This means that there is a significant relationship between responsiveness (X3) and electricity customer satisfaction (Y) in Ritaebang Village, West Solor District, East Flores Regency.
- d. The value of  $t$  count  $>$  from  $t$  table ( $7.220 > 1.993$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between assurance (X4) and electricity customer satisfaction (Y) in Ritaebang Village, West Solor District, East Flores Regency.

## 2. Determining $r$ Calculate



**Figure 5:** Areas of Determination of the Alternative Hypothesis and the Nil Hypotheses

Based on the results of the partial correlation coefficient significance test above, it can be concluded as follows:

- a. The calculated  $r$ -value is greater than  $r$  table ( $0.254 > 0.220$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between Tangibles (X1) and Customer Satisfaction (Y). This means that there is a significant relationship between Tangibles (X1) and Customer Satisfaction (Y).
- b. The calculated  $r$ -value is greater than  $r$  table ( $0.451 > 0.220$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between Reliability (X2) and Customer Satisfaction (Y). This means that there is a significant relationship between Reliability (X2) and Customer Satisfaction (Y).
- c. The calculated  $r$  value is greater than  $r$  table ( $0.413 > 0.220$ ) then  $H_a$  is accepted, meaning

Solor District, East Flores Regency. This means that there is a significant relationship between assurance (X4) and electricity customer satisfaction (Y) in Ritaebang Village, West Solor District, East Flores Regency.

- e. The value of  $t$  count  $>$  from  $t$  table ( $10 > 1.993$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between empathy (X5) and electricity customer satisfaction (Y) in Ritaebang Village, West Solor District, East Flores Regency. This means that there is a significant relationship between empathy (X5) and electricity customer satisfaction (Y) in Ritaebang Village, West Solor District, East Flores Regency.

that there is a significant relationship between Responsiveness (X3) and Customer Satisfaction (Y). This means that there is a significant relationship between Responsiveness (X3) and Customer Satisfaction (Y).

- d. The calculated  $r$ -value is greater than  $r$  table ( $0.269 > 0.220$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between Assurance (X4) and Customer Satisfaction (Y). This means that there is a significant relationship between Assurance (X4) and Customer Satisfaction (Y).
- e. The calculated  $r$ -value is greater than  $r$  table ( $1.000 > 0.220$ ) then  $H_a$  is accepted, meaning that there is a significant relationship between Empathy (X5) and Customer Satisfaction (Y). This means that there is a significant relationship between Empathy (X5) and Customer Satisfaction (Y).



### e. Multiple Linear Regression Analysis

**Table 10.** Results of Multiple Linear Analyses

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.112	1.845		1.145	.256
	X1	.126	.164	.069	.771	.443
	X2	.173	.214	.094	.811	.420
	X3	.298	.184	.169	1.623	.109
	X4	.527	.173	.267	3.042	.003
	X5	.664	.210	.370	3.168	.002

a. Dependent Variable: Electricity Customer Satisfaction (Y)

Source: primary data processed, (2021)

The multiple linear regression equation is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5$$

$$Y = 2.112 + 0.126x_1 + 0.173x_2 + 0.298x_3 + 0.527x_4 + 0.664x_5 \text{ (See table 10).}$$

#### DESCRIPTION:

Y = Customer satisfaction

A = constant

b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub>, b<sub>4</sub>, b<sub>5</sub> = regression coefficient

X<sub>1</sub> = *Tangibles*

X<sub>2</sub> = *Reliability*

X<sub>3</sub> = *Responsiveness*

X<sub>4</sub> = *Assurance*

X<sub>5</sub> = *Empathy*

After knowing the correlation between each variable, then the next analysis is regression analysis. This analysis is intended to determine whether the influence of the identified determinants/factors (X<sub>i</sub>) included in this study have an effect on Customer Satisfaction (Y).

Regression coefficient analysis using the Enter method in the SPSS 16 program (attached) obtained the following regression coefficients:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 \text{ or } Y = 2.112 + 0.126x_1 + 0.173x_2 + 0.298x_3 + 0.527x_4 + 0.664x_5. \text{ Therefore, } a = 2.112; b_1 = 0.126; b_2 = 0.173; b_3 = 0.298; b_4 = 0.527; b_5 = 0.664; \text{ Thus the multiple linear regression}$$

equation obtained is as follows:  $Y = 2.112 + 0.126x_1 + 0.173x_2 + 0.298x_3 + 0.527x_4 + 0.664x_5$ . Therefore, the regression coefficient can be explained as follows:

1. Konstanta (a) = 2,112 menjelaskan bahwa jika semua variabel bebas dalam hal ini variabel *Tangibles* (X<sub>1</sub>), *Reliability* (X<sub>2</sub>), *Responsiveness* (X<sub>3</sub>) *Assurance* (X<sub>4</sub>), *Empathy* (X<sub>5</sub>) diasumsikan bernilai nol, maka Kepuasan pelanggan (Y) dalam proses pelayanan listrik di Kelurahan Ritaebang Kecamatan Solor Barat Kabupaten Flores Timur, sama dengan 2,112 atau berada dalam kategori ada pengaruh. Hal ini menunjukkan bahwa dengan adanya pengaruh lima variabel bebas tersebut di atas maka Kepuasan pelanggan dalam proses pelayanan listrik di Kelurahan Ritaebang Kecamatan Solor Barat Kabupaten Flores Timur akan meningkat. Kelima variabel bebas tersebut harus diperhatikan secara berkesinambungan demi meningkatkan kepuasan pelanggan dalam proses pelayanan listrik di Kelurahan Ritaebang Kecamatan Solor Barat Kabupaten Flores Timur.

2. Koefisien regresi b<sub>1</sub> = 0,126 berarti jika terjadi perubahan dalam hal ini *Tangibles* (X<sub>1</sub>), meningkat sebesar satu satuan maka akan berakibat pada meningkatnya Kepuasan pelanggan (Y) dalam proses pelayanan listrik di Kelurahan Ritaebang Kecamatan Solor Barat Kabupaten Flores Timur, sebesar 0,126 satuan, dengan asumsi bahwa *Reliability* (X<sub>2</sub>), *Responsiveness* (X<sub>3</sub>) *Assurance* (X<sub>4</sub>),

*Empathy* ( $X_5$ ) berada dalam keadaan konstan atau tetap atau tidak berubah (*ceteris paribus*). Demikian juga sebaliknya jika terjadi *Tangibles* ( $X_1$ ), berkurang sebesar satu satuan maka Kepuasan Pelanggan ( $Y$ ) dalam proses pelayanan listrik di Kelurahan Ritaebang Kecamatan Solor Barat Kabupaten Flores Timur, akan menurun sebesar 0,126 satuan, dengan anggapan bahwa *Reliability* ( $X_2$ ), *Responsiveness* ( $X_3$ ) *Assurance* ( $X_4$ ), *Empathy* ( $X_5$ ) berada dalam keadaan konstan atau tetap atau tidak berubah atau *ceteris paribus*.

3. The regression coefficient  $b_2 = 0.173$  means that if there is a change in the increase in the Reliability variable ( $X_2$ ), by one unit, there will be an increase in Customer Satisfaction ( $Y$ ) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, by 0.173 units, assuming that the variable *Tangibles* ( $X_1$ ), *Responsiveness* ( $X_3$ ), *Assurance* ( $X_4$ ), *Empathy* ( $X_5$ ) are in a constant state or fixed or unchanged or *ceteris paribus*. Conversely, if Reliability ( $X_2$ ) decreases by one unit, then Community Satisfaction ( $Y$ ) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, will decrease by 0.173 units, assuming that *Tangibles* ( $X_1$ ), *Responsiveness* ( $X_3$ ), *Assurance* ( $X_4$ ), *Empathy* ( $X_5$ ) are in a constant state or fixed or unchanged or *ceteris paribus*.
4. The regression coefficient  $b_3 = 0.298$  means that if there is a change in the increase in the Responsiveness variable ( $X_3$ ), by one unit, there will be an increase in Customer Satisfaction ( $Y$ ) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, by 0.298 units, assuming that the variable *Tangibles* ( $X_1$ ), *Reliability* ( $X_2$ ), *Assurance* ( $X_4$ ), *Empathy* ( $X_5$ ) are in constant state or fixed or unchanged or *ceteris paribus*. On the other hand, if Responsiveness ( $X_3$ ) decreases by one unit, then Customer Satisfaction ( $Y$ ) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, will decrease by 0.298 units, assuming that *Tangibles* ( $X_1$ ), *Reliability*

( $X_2$ ), *Assurance* ( $X_4$ ), *Empathy* ( $X_5$ ) are in constant state or fixed or unchanged or *ceteris paribus*.

5. The regression coefficient  $b_4 = 0.527$  means that if there is a change in the increase in the Assurance variable ( $X_4$ ), by one unit, there will be an increase in Customer Satisfaction ( $Y$ ) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, by 0.527 units, assuming that the variable *Tangibles* ( $X_1$ ), *Reliability* ( $X_2$ ), *Responsiveness* ( $X_3$ ), *Empathy* ( $X_5$ ) are in a constant state or remain or do not change or *ceteris paribus*. On the other hand, if Assurance ( $X_4$ ) decreases by one unit, then Customer Satisfaction ( $Y$ ) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, will decrease by 0.527 units, assuming that *Tangibles* ( $X_1$ ), *Reliability* ( $X_2$ ), *Responsiveness* ( $X_3$ ), *Empathy* ( $X_5$ ) are in a constant state or remain or do not change or *ceteris paribus*.
6. The regression coefficient  $b_5 = 0.664$  means that if there is a change in the increase in the Empathy variable ( $X_5$ ) by one unit, there will be an increase in Customer Satisfaction ( $Y$ ) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, by 0.664 units, assuming that the *Tangibles* variable ( $X_1$ ), *Reliability* ( $X_2$ ), *Responsiveness* ( $X_3$ ), *Assurance* ( $X_4$ ), are in a constant state or fixed or unchanged or *ceteris paribus*. Conversely, if Empathy ( $X_5$ ) decreases by one unit, then Customer Satisfaction ( $Y$ ) in the process of providing electricity in the Ritaebang Village, West Solor District, East Flores Regency, will decrease by 0.664 units, assuming that *Tangibles* ( $X_1$ ), *Reliability* ( $X_2$ ), *Responsiveness* ( $X_3$ ), *Assurance* ( $X_4$ ), is in a constant state or fixed or unchanged or *ceteris paribus*.

Furthermore, customer satisfaction ( $Y$ ) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, can be seen in the Casewise Diagnostics table (Column Predicted Value). While Residual (unstandardized residual) is the difference

between Customer Satisfaction (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency with Predicted Value, and Standard Residual (standardized residual) is the residual value that has been standardized (the value is getting closer

to 0 then the model is the regression is getting better at making predictions, on the contrary the farther away from 0 or more than 1 or -1, the less good the regression model is in making predictions).

#### f. Multiple Correlation Analysis (R)

**Table 11.** Results of Multiple Correlation Analysis (R)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 <sup>a</sup>	.659	.636	3.159
a. Predictors: (Constant), <i>Tangibles</i> (X <sub>1</sub> ), <i>Reliability</i> (X <sub>2</sub> ), <i>Responsiveness</i> (X <sub>3</sub> ) <i>Assurance</i> (X <sub>4</sub> ), <i>Empathy</i> (X <sub>5</sub> )				
b. Dependent Variable: Electricity Customer Satisfaction (Y)				

**Source:** Processed primary data (2021)

Based on the data in table 11 above, the double correlation value (R) is 0.812. This shows that there is a very high relationship between Tangibles (X<sub>1</sub>), Reliability (X<sub>2</sub>), Responsiveness (X<sub>3</sub>) Assurance (X<sub>4</sub>), Empathy (X<sub>5</sub>) simultaneously or jointly affect customer satisfaction (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency. Therefore, the quality of

electricity service in Ritaebang Village, West Solor District, East Flores Regency is classified as very high quality, meaning that to increase customer satisfaction as consumers in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency, this is done by changing or improving tangibles, reliability, Responsiveness, Assurance, and Empathy simultaneously and continuously.

#### g. Coefficient of Determination Analysis (R<sup>2</sup>)

**Table 12.** Results of the Coefficient of Determination Analysis (R<sup>2</sup>)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 <sup>a</sup>	.659	.636	3.159
a. Predictors: (Constant), <i>Tangibles</i> (X <sub>1</sub> ), <i>Reliability</i> (X <sub>2</sub> ), <i>Responsiveness</i> (X <sub>3</sub> ) <i>Assurance</i> (X <sub>4</sub> ), <i>Empathy</i> (X <sub>5</sub> )				
b. Dependent Variable: Electricity Customer Satisfaction (Y)				

**Source:** Processed primary data (2021)

Based on the data in table 12 above, the adjusted R<sup>2</sup> (Adjusted R Square) is 0.636. This shows that the percentage contribution of the influence of the independent variable (X<sub>1</sub> X<sub>2</sub> X<sub>3</sub> X<sub>4</sub> X<sub>5</sub>) to the dependent variable (Y) is 0.636 (63.6%) or the variation of the independent variable (X<sub>1</sub> X<sub>2</sub> X<sub>3</sub> X<sub>4</sub> X<sub>5</sub>) used is able to explain the dependent variable (Y). Thus, there is an influence between the service quality variables on the satisfaction of electricity customers of the state electricity company (PLN) in Ritaebang Village, West Solor District, East Flores Regency.

Adjusted R Square is the value of R Square that has been adjusted and that value is always

smaller than R Square. According to Santoso (2001) (in Priyanto; 2008) that for regression using more than two independent variables, adjusted R<sup>2</sup> is used as the coefficient of determination. Standard Error of the Estimate is a measure of the number of errors in the regression model in predicting the value of Y. Based on the regression results obtained a value of 3,159 (unit value of Customer Satisfaction (Y) in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency) in the sense of the least error in Predicted value of Customer Satisfaction (Y) in the process of electricity service in Ritaebang Village, West Solor District, East Flores Regency, amounted to 3,159. As a guideline if

the Standard Error of the Estimate is less than the standard deviation of Y, then the regression model is getting better at predicting the value of Y.

Based on the explanation of the results of the analysis of the coefficient of determination ( $R^2$ ) above, the influence of the independent variables, namely Tangibles (X1), Reliability (X2), Responsiveness (X3) Assurance (X4), Empathy (X5), on Customer Satisfaction (Y) in The electricity service process in Ritaebang Village, West Solor District, East Flores Regency, shows that the Adjusted  $R^2$  (Adjusted R Square) value of 0.636 means that the influence of Tangibles (X1), Reliability (X2), Responsiveness (X3) Assurance (X4), Empathy (X5), on customer satisfaction (Y) or the quality of electricity service in Ritaebang Village, West Solor District, East Flores Regency, is 63.6%. Thus, it can be concluded that there is an influence on service quality with electricity customer satisfaction of the State Electricity Company (PLN) in Kelurahan Ritaebang, West Solor District, East Flores Regency.

## CONCLUSIONS AND SUGGESTIONS

### 1. CONCLUSION

1. The results of a simple correlation analysis show that the simple relationship between Tangibles (X1) and Customer Satisfaction (Y) as consumers in the electricity service process in Ritaebang Village, West Solor District, East Flores Regency is 0.517 (classified as medium quality), Reliability (X2) with Customer Satisfaction (Y) of 0.663 (high quality), Responsiveness (X3) with Customer Satisfaction (Y) of 0.644 (high quality), Assurance (X4) with Customer Satisfaction (Y) of 0.643 (high quality), Empathy (X5) with Customer Satisfaction (Y) of 0.758 (high quality).
2. The results of the regression coefficient analysis of the Tangibles variable (X1) of 0.942 means that Tangibles (X1) has increased by 1 unit; then Customer Satisfaction (Y) in the process of providing PLN electricity services in Ritaebang Village, West Solor District, East Flores Regency, will increase by 0.942. The coefficient is positive and classified as very

high quality between Tangibles (X2) and Customer Satisfaction (Y) in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Flores Regency; The regression coefficient of the Reliability variable (X2) is 1.226, meaning that Reliability (X2) has increased by 1 unit; then Customer Satisfaction (Y) in the process of providing PLN electricity services in Ritaebang Village, West Solor District, East Flores Regency, will increase by 1.226. The coefficient is positive and classified as very high quality between Reliability (X2) and Customer Satisfaction (Y) in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Flores Regency; The regression coefficient of the Responsiveness (X3) variable is 1.134, meaning that the Responsiveness (X3) has increased by 1 unit; then Customer Satisfaction (Y) in the process of PLN Electricity service in Ritaebang Village, West Solor District, East Flores Regency, will increase by 1.134. The coefficient is positive and classified as very high quality between Responsiveness (X3) and Customer Satisfaction (Y) in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Flores Regency; The regression coefficient of the Assurance variable (X4) is 1.270, which means that Assurance (X4) has increased by 1 unit; then Customer Satisfaction (Y) in the process of providing PLN electricity services in Ritaebang Village, West Solor District, East Flores Regency, will increase by 1.270. The coefficient is positive and classified as very high quality between Assurance (X4) and Customer Satisfaction (Y) in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Flores Regency; The regression coefficient of the Empathy variable (X5) is 1.362, which means that Empathy (X5) has increased by 1 unit; then Customer Satisfaction (Y) in the process of providing PLN electricity services in Ritaebang Village, West Solor District, East Flores Regency, will increase by 1.362. The coefficient is positive and classified as very high quality between Empathy (X5) and Customer Satisfaction (Y) in the process of

providing PLN electricity services in Ritaebang Village, West Solor District, East Floreas Regency.

3. The results of the partial correlation analysis show that the partial relationship between Tangibles (X1) and Customer Satisfaction (Y) as consumers in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Floreas Regency is 0.254 (classified as low quality), Reliability (X2) with satisfaction Customers (Y) as consumers in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Floreas Regency, amounted to 0.451 (classified as medium quality), Responsiveness (X3) with Customer Satisfaction (Y) as consumers in the process of PLN Electricity services in Ritaebang Village, Solor District West, East Floreas Regency, 0.413 (medium quality), Assurance (X4) with Customer Satisfaction (Y) as a consumer in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Floreas Regency, 0.269 (classified as low quality), Empathy (X5) with Customer Satisfaction (Y) as a consumer in the process of providing PLN electricity services in Ritaebang Village, West Solor District, East Floreas Regency, 1,000 (very high quality).
4. The results of inferential statistical analysis show that the constant value (a) = 2.112 explains that if all the independent variables in this case the Tangibles (X1), Reliability (X2), Responsiveness (X3) Assurance (X4), Empathy (X5) variables are assumed to be zero, then Customer Satisfaction (Y) in the process of PLN Electricity service in Ritaebang Village, West Solor District, East Flores Regency, is equal to 2,112 or is in the category of no influence. This shows that with the influence of the 5 independent variables above, customer satisfaction in the process of providing PLN electricity in Ritaebang Village, West Solor District, East Flores Regency will increase. The five independent variables must be considered on an ongoing basis in order to increase customer satisfaction in the PLN electricity

service process in Ritaebang Village, West Solor District, East Flores Regency.

5. The results of multiple correlation analysis (R) obtained a value of 0.812. This shows that there is a very high relationship between Tangibles (X1), Reliability (X2), Responsiveness (X3) Assurance (X4), Empathy (X5) simultaneously with Customer Satisfaction (Y) in the process of PLN Electricity services in Ritaebang Village, District West Solor, East Flores Regency. Therefore, the quality of PLN electricity services in Ritaebang Village, West Solor District, East Flores Regency is classified as very high quality, meaning that to increase customer satisfaction as consumers in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Flores Regency, this is done by changing or improving tangibles, reliability, responsiveness, assurance, and empathy simultaneously and continuously.
6. The results of the analysis of the coefficient of determination (R<sup>2</sup>) obtained the value of Adjusted R<sup>2</sup> (Adjusted R Square) of 0.636. This shows that the percentage contribution of the influence of the independent variable (X1 X2 X3 X4 X5) to the dependent variable (Y) is 0.636 (63.6%) or the variation of the independent variable (X1 X2 X3 X4 X5) used is able to explain the dependent variable (Y). while 36.4% is influenced or explained by other variables that are not included in this research model.

## 2. SUGGESTION

Based on some of the conclusions above, the authors put forward some suggestions as follows:

1. The results showed that the simple correlation was in the medium category to the high category and the partial correlation was in the low category to the high category, it is recommended to increase community satisfaction in the process of PLN Electricity services in Ritaebang Village, West Solor District, East Flores Regency by improving tangibles, , reliability, responsiveness, assurance, and empathy on an ongoing basis.

2. The results show that the simple linear regression coefficient is in the very high category, so it is recommended to maintain and continue to increase community satisfaction in the process of providing PLN electricity services in Ritaebang Village, West Solor District, East Flores Regency by improving tangibles, reliability, responsiveness, assurance, and on an ongoing basis empathy.
3. The results of inferential statistical analysis show that with the influence of the 5 independent variables above, customer satisfaction in the process of providing PLN electricity in Ritaebang Village, West Solor District, East Flores Regency will increase. Therefore, it is recommended that the five independent variables be maintained and continuously improved for the benefit of customers as consumers in the process of providing PLN electricity in Ritaebang Village, West Solor District, East Flores Regency.
4. The results of the multiple correlation analysis show that there is a simultaneous relationship between tangibles, reliability, responsiveness, assurance, and empathy with customer satisfaction in the process of providing very high quality PLN electricity in Ritaebang Village, West Solor District, East Flores Regency. Therefore, it is recommended that these five variables be maintained to increase customer satisfaction as consumers in the process of PLN's Lilastic Services on an ongoing basis.
5. The results of the Coefficient of Determination analysis show that there is an influence of tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction of 63.6% or the variation of the independent variable used is able to explain the dependent variable while 36.4% is influenced or explained by other variables that are not included. in this research model. Therefore, it is suggested that other researchers conduct further research with a larger number of samples and involve other dimensions that are thought to affect customer satisfaction as consumers in the process of PLN Electricity Services in Ritaebang Village, West Solor District, East Flores Regency.
6. So that the theory of service quality and customer satisfaction as consumers need to be applied continuously in the management of the performance quality of public sector organizations. This is very important for public sector organizations, especially PLN in the Ritaebang sub-district, Solor Barat District, East Flores Regency in the future by paying attention to integrated quality management (Total Quality Management/TQM) and integrated quality services (Total Quality Service/TQS) which need to be implemented in order to improve customer satisfaction as consumers in the process of PLN Electricity services.
7. To increase customer satisfaction, PLN has had a report line, both for service interruptions and for installing new KWH Meters, power changes, and other disruption services, namely contacting through the PLN 123 Call Center and installing the PLN Mobile application on each customer's Android to facilitate service and customers complaints can be handled by field officers as soon as possible.

## REFERENCES

1. Adisasmita, H.R. (2005). *Dasar-dasar Ekonomi Wilayah*. Jakarta: Graha Ilmu.
2. Adrianto, Elvinaro. (2011). *Metodologi Penelitian Untuk Public Relationa Kualitatif Dan Kuantitatif*. Bandung: Remaja Rosdakarya.
3. Ali Mauludi. (2013). *Teknik Memahami Statistika 1*. Jakarta: Alim's Publishing.
4. Arikunto, Suharsimi. (2006). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
5. Assegaff, Muhammad. (2009). *Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan*. *Jurnal Ekonomi Bisnis*, Vol. 10 No. 2.
6. Barnes, James G. (2001). *Secret Of Costomer Relationship Management*. Yogyakarta: Andi
7. Denhardt, Janet V.& Denhardt, R.B. (2003). *The New Public Service Seering*

- not Steering, Amonk, New York M.E. Sharpe
8. Ena, M. Y., Nyoko, A. E., & Ndoen, W. M. (2019). Pengaruh persepsi harga, kualitas pelayanan, lokasi dan word of mouth terhadap keputusan pembelian di Chezz Cafenet. *Journal of Management: Small and Medium Enterprises (SMEs)*, 10(3), 299-310.
  9. Ikram, A. A., Nyoko, A. E., & Fanggidae, R. P. (2019). Pengaruh Kualitas Pelayanan terhadap Kepuasan Menginap (Studi pada Resepsionis Hotel On The Rock Kupang). *Journal of Management: Small and Medium Enterprises (SMEs)*, 9(2), 167-174.
  10. Kancana, Saaptika. (2005). Kualitas, Value Dan Kepuasan Pelanggan (Dalam Prespektif Industry Jasa), *Jurnal AB UPN "Veteran" Yogyakarta*.
  11. Kementerian Pendayagunaan Aparatur Negara. (2004). Keputusan Menteri Pendayagunaan Aparatur Negara Nomor 25 Tahun 2004 tentang Pedoman Umum Penyusunan Indeks Kepuasan Masyarakat. Jakarta.
  12. Kotler, Philip. Alih Bahasa: Benyamin Molan. (2005). *Manajemen Pemasaran*. Edisi Kesebelas. Jilid 2. Jakarta: PT. Intan Sejati Klaten.
  13. Moenir, A. S. (2006). *Manajemen Pelayanan Utama Di Indonesia*. Bandung: PT Bumi Aksara
  14. Napitulu, Paimin. (2007). *Pelayanan Public & Costomer Satisfaction*. Bandung: PT Alumnus.
  15. Notoatmodjo S. (2007). *Promosi kesehatan dan ilmu perilaku*. Rineka Cipta : Jakarta.
  16. Nurgiantoro, Burhan, Gunawan dan Marzuki. (2004). *Statistik Terapan : Untuk Penelitian Ilmu-Ilmu Sosial*. Cetakan Ketiga (Revisi). Yogyakarta: GadjahMada University Press.
  17. Oliver, R.L (1993a), A Conceptual Model of Service Quality and Service Satisfaction: Compatible Goals, Different Concepts; *Advances in Service Marketing and Management*, Vol 2, pp 65-85
  18. Oliver, R.L (1993b), Cognitive, Affective and Atribute Bases of The Satisfaction Response; *Journal of Consumer Research* Vol.20, December, pp 418-30
  19. Panjaitan, J. E & Yuliati, A. L. (2016). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada JNE Cabang Bandung. *Jurnal Administrasi Bisnis*, Vol. 11 No. 2.
  20. Pemerintah Republik Indonesia. (2009). Undang-Undang No. 25 Tahun 2009 Tentang Pelayanan Publik. Lembaran Negara No.112 tahun 2009. Sekretariat Negara. Jakarta.
  21. Pemerintah Republik Indonesia. (2009). Undang-Undang No. 30 Tahun 2009 Tentang Ketenagalistrikan. Lembaran Negara No. 133 tahun 2009. Sekretariat Negara. Jakarta.
  22. Rangkuti, Freddy. (2002). *Measuring Costomer Satisfaction*. Jakarta: PT Gramedia Pustaka Utama
  23. Ratminto dan Atik Septi Winarsi. (2012). *Manajemen pelayanan :Pengembangan Modul Konseptual Penerapan Citizen Charter dan Standar pelayanan Minimal*, Yogyakarta : Pustaka Pelajar.
  24. Singarimbun & Effendy. (1995). *Metode Penelitian Survei*. Jakarta: LP3ES
  25. Soehardi Sigit. (2001). *Pengantar Metodologi Penelitian Sosial Bisnis Manajemen*. Yogyakarta: BPFE Universitas Sarjanawiyata Taman Siswa.
  26. Sugiyono. (2009). *Metode Penelitian Kuantitatif, Kulaitatif, dan R&D*. Bandung: Alfabeta
  27. Sugiyono. (2010). *Metode penelitian pendekatan kuantitatif, kulaitatif, dan R&D*. Bandung: Alfabeta
  28. Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kulaitatif, dan R&D*. Bandung: Alfabeta
  29. Sugiyono. (2012). *Metode Penelitian Administrasi dengan Metode R&D*. Bandung: CV Alfabeta.
  30. Tjiptono Fandy. (1997). *Strategi*

- Pemasaran, Edisi 1, Yogyakarta: Andi Offset.
31. Tjiptono Fandy. (2006). Manajemen Jasa. Edisi Keempat. Yogyakarta: Andi Offset.
  32. Tjiptono Fandy. (2012). Strategi Pemasaran. Edisi Ketiga. Yogyakarta: Andi Offset.
  33. Utari, Dwi. (2012). Strategi Humas Dalam Menjalin Customer Relations dan Menangani Keluhan Pelanggan (Study Deskriptif kualitatif pada PT. PLN Area Pelayanan dan Jaringan Yogyakarta). Skripsi. Universitas Islam Negeri Sunan Kalijaga, Yogyakarta.
  34. Wardani T. Ulfa. (2017). Pengaruh Kualitas Pelayanan Terhadap Konsumen Pada Bisnis Jasa Transportasi Gojek (Studi Kasus Mahasiswa FEBI UIN Sumatera Utara). Skripsi. Universitas Islam Negeri Sumatera Utara, Medan.
  35. Zafirah. (2014). Analisis Kualitas Pelayanan Terhadap Kepuasan Pelanggan pada Maskapai Penerbangan Lion di bandar udara Mutiara SIS Al-Jufri Palu. Skripsi. Universitas Islam Negeri Maulana Maliki Ibrahim, Malang.