

ABSTRACT

The research aims to know affected of service quality of electricity energy transformation toward satisfaction by ujung berung's customer in PT.PLN Bandung Distribution West Java and Banten. These research using some theories that relevant with these research, like communication as a basic theory and the general theory like uses and gratification, quality service and customer satisfaction.

These research using of quantitative descriptive. Population and sample to appointment 100 respondent through Slovin formulation. Gathering data technique using observation and questioner. Data analysis technique using of Simple Regression analysis.

The result of research to found that in simultaneous the result of research to be proof the hyphothesis H_0 to push and H_1 to accepted the service quality of in simultaneous to affected in significant positive toward satisfaction by PT.PLN Bandung Distribution West Java and Banten. In partially the service quality have applied with good in achieve of satisfaction by ujung berung's customer in PT.PLN Bandung Distribution West Java and Banten. The resulted is the influenced of quality service with amount 75,21%, the satisfaction by customer with amount 79,73%, and the influenced of service quality to customer's satisfaction with amount 62,2%. Rest amount 37,8% influenced by other factors outside of variables of these research.