

ABSTRACT

Following the development of the times, the company provides services not only using conventional systems, but electronic services (e-service quality). E-service quality or electronic services can be defined as an interactive customer service and supported by consumers that is integrated with technologies and systems offered by the service providers, which aims to strengthen the relationship between the consumer and the service provider. The quality of a company's services is needed to meet the needs of an increasingly diverse society. Therefore, entrepreneurs must make new innovations to provide the best quality of service. One of the companies that implement online-based service innovation is a State-Owned Enterprise (SOE) PT. PLN (Persero). PT. PLN creates a service model in the form of an application called PLN Mobile to facilitate customers to meet their information needs and interactions with PLN. This study aims to determine the effect of e-service quality on customer satisfaction as users of PLN mobile applications.

The method used in this research is quantitative with the type of descriptive analysis and causal. The types of data needed for this research is the primary data and secondary data. Samples are taken with a non-probability sampling with accidental sampling type, the number of respondents was taken by 100 respondents who who have downloaded PLN mobile app in playstore. Then for analysis techniques using multiple linear regression analysis and data processing using SPSS version 22.

Based on the overall results of hypothesis testing, showed that e-service quality is simultan positive effect on customer satisfaction as an user PLN mobile application and the results of partial hypothesis testing that variabel fullfilment and site aesthetic that influence the customer satisfaction. Based on the coefficients of determination, it shows that customer satisfaction wil be explained by the e-service quality 49,9%, while the remaining 50,1% are influenced by other variabels which are not examined in this study.

Key Word: E-service Quality, Customer Satisfaction, PLN Mobile.