

ABSTRACT

PT. PLN (Persero) Wilayah Riau and Kepulauan Riau is BUMN that takes care of all aspects of electricity, with the electricity distribution provided through the service of postpaid and prepaid electricity. Postpaid Power Services have a payment system that can cause customers to neglect to pay electricity bills, resulting in arrears, while prepaid services use a system that can prevent customers from generating arrears. Although prepaid electricity is superior to postpaid, there are still many customers who are reluctant to migrate to prepaid power services due to the emergence of some negative customer perception about the low quality of service provided. While postpaid subscribers are successfully migrated, they will be able to achieve the target of reducing customer arrears.

This research aims to identify the needs of customers of prepaid electric service based on voice of the customer so that it brings the attribute priority to be repaired and upgraded. This research using the method of the quality of service and a model canoe. Servqual is to measure the level of customer satisfaction towards the services provided thereby obtained frail attribute-attribute to intensified. The kano model is to know the influence of each attribute with a level of satisfaction that is translated in the category of kano, Servqual model and integrate with canoes obtained recommendations attributes that need to be corrected and improved by PT. PLN WRKR.

Based on the results of the integration of the Servqual and canoes model, obtained 22 attribute which needs 11 of them attribute is true customer needs that need to be improved.

Keywords: *Prepaid electricity, Attribute needs, Servqual, Kano Models, True Customer Needs*