

ABSTRACT

In This Time, effort of supply of source of electricity still be full rely on PT PLN, so that earn told by this effort represent effort monopolize. Effort Having the character of monopolies which practically will or do not want to, satisfy or dissatisfy client;subscriber have to accept each;every forming given service. But time has come be conducted by evaluation to activity produce and the service addressed at quality repair. One of forming evaluation which can be conducted by survey to client;subscriber of PT PLN to know satisfaction storey;level to electrics and service.

Measurement done at product and service from PT PLN, through questioner of an amount of question variable raised to responder to be assessed pursuant to experience responder during the time in consuming electrics and expectation to quality of electrics and service. Questioner propagated in proportional to 6 Regional Service Unit PT PLN Bekasi that is West Bekasi , South Bekasi, East Bekasi, North Bekasi, Cibitung, and Tambun.

Then result of questioner measured with software SPSS 10.0 so that be obtained by value showing level of satisfaction of client PT PLN Bekasi.

The result of processing of responder assessment to product and service PT PLN Bekasi yield value of Customer Satisfaction Index = 76 % , Customer Satisfaction Gap Index = - 1,43, CSI Boxes at level Bottom is equal to 12 % and level Top equal to 61 %.

As A Whole, quality of electrics and service consumed by client PT PLN Bekasi enter into very good range. But, there are some satisfaction variable needing correction that is :

1. Information due to will do of disconnection of electrics
2. Elementary tariff equity of electrics paid by client through repair of service and electrics which supply so that the client do not feel getting disadvantage
3. Arrival of worker of Metre marker
4. Service in denouncing counter
5. Must be same amount of counter of account payment with client which must be served
6. Facility of Toilet and enough irrigate in Service Unit

KEY WORDS : *CUSTOMER SATISFACTION INDEX, CUSTOMER SATISFACTION GAP INDEX*