

ABSTRACT

PT. SEI is a company engaged in the use of renewable energy, namely solar energy. The vast territory of Indonesia and has a variety of conditions is the concern of PT. SEI for increasing the use of renewable energy in areas that have limited ability to supply electricity from fossil energy. With government support through Ministerial Regulation no. 13 of 2019, the use of solar energy is not only in remote areas but also in urban areas. This ministerial regulation also makes more and more PLTS provider companies stand up, thus making the competition even tougher.

From the results of the Customer Satisfaction questionnaire ever made by PT. Surya Energi Indotama, it can be concluded that there is dissatisfaction with the ease of getting information, timeliness and handling of complaints, there are even some notes from respondents related to the need to improve field management and project team coordination, improve services, especially delivery time certainty, communication between the survey team and the project team out of sync.

This research was conducted to measure the influence of service quality on customer satisfaction at PT. Indotama Solar Energy. This research is a descriptive and causal study and the data processing method uses multiple linear regression analysis. There are five variables of service quality, namely physical evidence (X1), empathy (X2), reliability (X3), responsiveness (X4), assurance (X5), and one customer satisfaction variable (Y)

From the results of questionnaires and multiple linear regression data processing, it can be concluded that the reliability variable has a positive and significant effect on customer satisfaction with a significance value (P Value) of 0.010

< 0.05. Assurance variable has a positive and significant effect on customer

satisfaction. with a significance value (P Value) of $0,000 < 0,05$. Physical evidence (tangible) has a positive but not significant effect on customer satisfaction with a significance value (P Value) of $0,603 > 0,05$. Empathy has no effect on customer satisfaction with a significance value (P Value) of $0.436 > 0.05$. Responsiveness has a positive and insignificant effect on customer satisfaction with a significance value (P Value) of $0.384 > 0.05$. Simultaneously direct evidence, reliability, assurance, responsiveness and empathy have a significant effect on customer satisfaction with F total of 32,536 with a significance value (P Value) of $0,000 < 0,05$.

Keywords: *Customer satisfaction, service quality, tangible, reliability, responsiveness, assurance, and empathy.*