

Abstract

PLN stands for PT Perusahaan Listrik Negara (Persero), the largest electricity service provider in Indonesia. PLN is a State-Owned Enterprise that is important in providing electricity to communities and industries throughout Indonesia. Every region in Indonesia has a PLN office that serves to serve every community that is a customer of PLN itself, one of which is in the Rantauprapat area which has a PLN (Persero) UP3 Rantauprapat office with many Customer Service Units spread in each region as many as 8 customer service units, namely ULP Tanjung Balai, ULP Simpang Kawat, ULP Aek Kanopan, ULP Aek Kota Batu, ULP Rantauprapat Kota, ULP Aek Nabara, ULP Labuhan Bilik and ULP Kota Pinang and with a total of 508,625 registered customers.

However, behind the large number of customers, there are many complaints submitted by customers of PT PLN (Persero) UP3 Rantauprapat, indicating that PT PLN (Persero) UP3 Rantauprapat provides poor service quality, which will affect customer satisfaction, attitude, and loyalty. The purpose of this study is to determine the perceived service quality of PT PLN (Persero) UP3 Rantauprapat by examining service quality, customer satisfaction, attitude, and loyalty of PT PLN (Persero) UP3 Rantauprapat customers.

This study used a quantitative method with a questionnaire using Google Forms distributed to respondents using purposive sampling techniques. Valid and reliable data from 419 respondents were analyzed using structural equation modeling with the help of SmartPLS 4.1.1.2.

The results of this study show that the respondents' responses to all variables were very good. Statistical tests show that there is a significant positive effect for all variables tested. The effect of service quality on loyalty through satisfaction has a higher original sample value of 0.393, or 39.3% greater than the direct effect of service quality on loyalty.

The results of this study suggest that PT PLN (Persero) UP3 Rantauprapat should improve service quality, which has the greatest influence on customer loyalty, namely the influence of service quality on loyalty through satisfaction by prioritizing service quality improvements in the dimensions of empathy and satisfaction variables. This will improve the assessment of the quality of services provided.

Keywords : service quality, customer satisfaction, attitude, loyalty