

ABSTRACT

CUSTOMER SERVICE QUALITY ANALYSIS OF PT PLN (PERSERO) RAYON WAY HALIM BANDAR LAMPUNG

by

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This study discusses customer service in the electricity sector given by PT. PLN (Persero) Rayon Way Halim Bandar Lampung. The purpose of this study was to determine the level of service quality using Quality of Service indicators (TMP) according to the Minister of Energy and Mineral Resources No. 9, 2011. This type of research used in this study is the type of survey with quantitative research approaches. Collecting data technique through questionnaire, interview, observation, and documentation. Data analysis techniques in this study is the questionnaire data using descriptive statistics processed by SPSS 17 whereas the interview data, observation, and documentation is processed using data reduction, data presentation, and conclusion.

Variable condition of 7 indicators Quality of Service indicators (TMP) based on the acquisition value of the mean (average) of 3.2785 indicates fairly good condition. For costumers received power associated with high voltage, medium voltage, low voltage and frequency are in accordance with the set value, but if an interruption the plant will cause outages to customers. Efforts have been made in order to improve the quality of service in terms of technical and non-technical, but in practice is not maximized. Therefore, PT. PLN (Persero) Rayon Way Halim Bandar Lampung should conduct periodic evaluations of employee performance, announced TMP not only on the bulletin board PLN but also in print and electronic media that is easily accessible to the public, perform supervision by forming a special task force on the implementation of meter reading, and improve the quality of products in the form of reliability of power supply, voltage and electrical frequency in accordance with established standards.

Keywords : Service Quality, Customer, Electricity.