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## CUSTOMERS SATISFACTION LEVEL OF ELECTRICITY ONLINE SERVICES THROUGH PLN MOBILE APPLICATION

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### ABSTRACT

In recent years, People harness internet and technology for information, communication, and entertainment. Information technology is increasingly require a willingness and tenacity, PT PLN (Persero) as one of the leading state-owned electricity company in Indonesia must be able to balance those two things with breakthrough innovation. The current era of information is very important and we must also recognize that the employees and customers of PT PLN (Persero) is spread all around Indonesia where not all information can be easily get. This study aims to determine the level of customer satisfaction of online electricity service through the application of PLN Mobile at PT PLN (Persero) Subulussalam Area. This research uses descriptive research method with quantitative approach which is data retrieval through spreading of questionnaire. The subject of this research is all customers of PLN Subulussalam Area using PLN Mobile application. Samples taken as many as 91 respondents with sampling using probability sampling method, especially cluster sampling. The findings of the research show that the customer expectation level (86.55%) is greater than the level of customer performance (75.98%) with the difference of 10.57%. Satisfaction level is also proved by T test result of two paired samples,  $t$  arithmetic (0,424) <  $t$  table (1,66) with  $H_0$  decision criteria accepted where  $H_0$  is the service of electricity online through PLN Mobile application equal to or higher than customer expectation so making customers satisfied.

**Keywords:** *level of expectation, level of performance acceptance, level of satisfaction.*