E-ISSN: 2997-934X
American Journal of Business Practice
https://semantjournals.org/index.php/AJBP

| Research Article

Check for updates

Analysis of Service Quality Using the Importance Performance Analysis Method on Pt. Pln (Persero) Ulp Petta

Aditya Rahmadhani, Victor P. K. Lengkong, Willem J. F. Alfa Tumbuan
Master of Management Study Program, Postgraduate Program, Sam Ratulangi University, Indonesia

Abstract: This study aims to analyze the gap between the level of importance and the level of performance using the importance performance analysis method in PT. PLN (Persero) ULP Petta. PLN ULP Petta is the largest unit with the most customers and income in the PLN UP3 Tahuna work area. A decrease in performance can have a negative impact on the company's reputation and performance. The variables or indicators used in this study are physical evidence, reliability, responsiveness, assurance and empathy. The type of research used is quantitative research with a descriptive-comparative study approach. The research took place at PLN ULP Petta, the population was taken as 149 customers with a sample of 60 customers. Based on the results of the study, it can be concluded that there is a gap between the level of importance and the level of performance in the 5 indicators studied for the Service Quality Variable.

Key words: Importance, Performance, GAP, Quality, Service.

This is an open-access article under the CC-BY 4.0 license

PENDAHULUAN

Background

In this era of globalization, businesses are required to improve the quality of services they provide in accordance with professional standards from their various industries. Companies are encouraged to produce goods and services that can meet the needs and desires of consumers as a result of technological changes and the rapid flow of information. There are many different approaches that can be taken to meet the needs and desires of customers, and one of these approaches is to give a positive impression or image to customers of the company in terms of the products and services it offers. PT PLN (Persero) is the only electricity service provider company in Indonesia. The increase in electricity demand is soaring high and rapidly, especially the need for industry and is also accompanied by the perception that the level of public satisfaction has become even higher as a result of the change in people's lifestyles in this advanced and modern era.

Customer service is an important element in efforts to improve customer satisfaction, therefore a company must provide excellent service to customers. This is also what PLN service units continue to strive for, one of which is the Petta Customer Service Unit in Sangihe Islands Regency, Province North Sulawesi. PLN UP3 Tahuna as one of the PLN branches that oversees PLN ULP Petta, has a number of customers spread across 3 districts, namely Sangihe Islands Regency, Siau Tagulandang Biaro Islands Regency and Talaud Regency. The following is the mapping of PLN UP3 Tahuna's spread customers:

Table 1. Number Of PLN UP3 Tahuna Customers

UNIT	NUMBER OF CUSTOMERS UNTIL OCTOBER 2024
SIAU	14.795
BEO	7.877
LIRUNG	10.660
PETTA	28.948
TAMAKO	14.922
TAGULANDANG	7.572
MELONGUANE	10.178
UP3 TAHUNA	**94.952**

Source: Data on the Number of PLN UP3 Tahuna Customers up to October, 2024.

PT PLN provides various customer complaint channels via social media, contact centers and also applications that are integrated with the Integrated Complaints and Complaints Application (APKT) and the Centralized Customer Service Application (AP2T). The complaint channels include the PLN 123 Contact Center, Facebook, Twitter, PLN Web and also the PLN mobile application. From the complaint channels that have been provided and are open 24 hours to serve all PLN customers, there are various types of complaints. The following is a recap of complaints that entered PLN ULP Petta during the January – October 2024 period :

Table 2. Complaint Data of PT. PLN (Persero) ULP Petta

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total
Number Of Complaints	18	9	10	18	16	30	10	18	9	11	149

Source: Recap of ULP Petta Complaint Data Until October,2024.

The complaints recorded include types of complaints such as broken meters, and other complaints related to services. Indeed, even a large company still has shortcomings and limitations in providing excellent service to its customers. Likewise, PLN ULP Petta, of course, has shortcomings and limitations in providing excellent service in accordance with the five dimensions of service quality (Physical Evidence, Reliability, Responsiveness, Assurance and Empathy) and also in accordance with what expected by customers. This is evident because there are still complaints related to services from PLN ULP Petta customers. Continuous improvement through service evaluation, considering input such as criticism and suggestions from customers is a step to continue improving in a better direction to minimize the GAP or gap between the level of importance of customer perceptions and the level of performance or performance provided by PLN ULP Petta.

Based on the above background, the authors are interested in conducting research with the title: "Analysis of Service Quality Using the Importance Performance Analysis Method at PT PLN (Persero) ULP Petta. So that later the results of this study can be input, new views and evaluation

material for the management of PLN ULP Petta in order to continue to improve the quality of service for customers in the Sangihe Islands and surrounding areas.

Research Objectives

The objectives of this research can be described as follows:

1. Analyzing the GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on physical evidence indicators in service quality variables at PT PLN (Persero) Petta Customer Service Unit.
2. Analyzing the GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on reliability indicators in service quality variables at PT PLN (Persero) Petta Customer Service Unit.
3. Analyzing the GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on the indicator of responsiveness in service quality variables at PT PLN (Persero) Petta Customer Service Unit.
4. Analyzing the GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on the guarantee indicator in the service quality variable at PT PLN (Persero) Petta Customer Service Unit.
5. Analyzing the GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on empathy indicators in service quality variables at PT PLN (Persero) Petta Customer Service Unit.

LITERATURE REVIEWS

Marketing

According to Tjiptono & Diana (2016), "Marketing has various objectives, including realizing the welfare of the company and customers, finding solutions to problems faced and obtaining benefits that can satisfy customer needs and desires." Then followed by his statement that "marketing is related to an effort to satisfy customer needs." Then followed by his statement that "marketing is related to an effort to satisfy customer needs."

Service Marketing

According to Tjiptono (2019: 29), services can be defined as any action or action that can be offered by a party to another party which is basically intangible (not physically tangible) and does not result in ownership of something.

Consumer Behavior

According to Wibowo and Moh Fausi (2017) Consumer Behavior is an action, activity, and psychological process of customers when they want to purchase, use, and spend these goods or services. According to Tjiptono & Diana (2016) consumer behavior is the success of a business can be obtained when business people can understand consumer behavior along with their wants and needs. Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires (Lupiyoadi, 2019). Behavior shown in searching, buying, using, evaluating, and determining products, services, and ideas" (Kotler & Armstrong, 2019).

Service Quality

According to Kotler (2019) defines service quality as a form of consumer assessment of the level of service received with the expected level of service if the service received or felt is as expected, then the quality of service is perceived as good and satisfies the satisfaction that has been formed can encourage consumers to make repeat purchases and hopefully will become loyal customers.

According to Goesth and Davis (2019) defines service quality as a dynamic condition related to service products, people, processes, and the environment that can meet and or exceed consumer expectations.

According to Abdullah and Tantri (2019) service quality is the overall characteristics and characteristics of a good or service that has an impact on its ability to satisfy stated or implied needs. The quality of service provided by the company to meet consumer expectations.

Customer Satisfaction

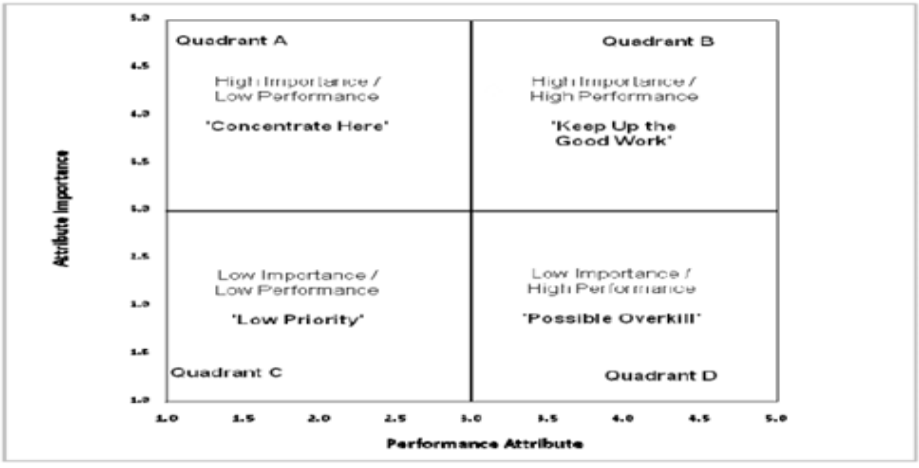
According to Oliver (2019) satisfaction is the level of a person's feelings after comparing his perceived performance / results with expectations, so the level of satisfaction is a function of the difference between perceived performance and expectations, if expectations do not match, the customer will be disappointed. If the performance is in accordance with expectations, the consumer will be very satisfied. Meanwhile, if the performance exceeds expectations, the customer will be satisfied. Consumer expectations can be shaped by past experiences, comments from relatives and information from marketers and up.

According to Kotler (2017) consumer satisfaction is a feeling of pleasure or disappointment for someone who arises after comparing his perceptions / impressions of (performance or results) of a product and his expectations.

Importance Performance Analysis

Importance Performance Analysis (IPA) is used to see the level of conformity between interests (expectations) and performance determined through the attributes used in this study (Hana et al., 2022).

Picture 1. Quadrant Division on IPA Cartesian Diagram



Source: Journal of Industrial Engineering, Scientific Journal on Research and Application of Industrial System, Vol. 2, No.1, March 2017

Previous Research

Novia Aninditha Kurniawan, Asterina Febrianti (2022), Proposed Improvement of Trans Shuttle Service Quality Using Importance Performance Analysis (IPA) Method. The research result is Service quality attributes that require improvement include attributes X2 (Availability of adequate toilets (clean, available water, and no odor)), X20 (Driver's ability to drive a vehicle), X11 (Trans Shuttle can travel safely), X7 (Suitability of seat numbers (according to what is stated on the ticket)), and X8 (Trans Shuttle's accuracy in fulfilling promises of departure and arrival times)).

Iwan Purwanto, Dedy Sugiarto (2022), Importance Performance Analysis in Measuring Patient Satisfaction at *Puskesmas* through KepPA. The findings generated based on this study indicate that the Puskesmas has provided services and fulfilled the needs of supporting services of both quality 1 and 2 with a good assessment. Based on the results of the assessment of each component at a good level and consumers have high expectations. The average value of the Puskesmas is 89.03.

Suchi Andara Rezki (2018), Utilization of Importance Performance Analysis Method to Measure the Satisfaction Level of Personnel Information System Users in BPKP South Sumatra Province. The level of user satisfaction with the Importance Performance Analysis method based on the end user computing satisfaction variable can be seen from the IKP value of 66.07% which means that it is quite satisfied with the performance of the existing personnel information system at the BPKP of South Sumatra Province.

Ramírez-Hurtado, José M (2024), The Use Of Importance-Performance Analysis To Measure The Satisfaction Of Travel Agency Franchisees. The results show that the attributes travel agency franchisees feel more dissatisfied with are: chain advertising, ongoing support from franchisors, the initial franchisor support, delivery from the franchisors, and training provided by franchisors.

RESEARCH METHODS

The research method used in this research is quantitative method. Quantitative research according to Sugiyono (2017) is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses.

In this study there are 5 variables or indicators that will be examined, these 5 variables are dimensions of service quality including Physical Evidence (X1), Reliability (X2), Responsiveness (X3), Assurance (X4) and Empathy (X5).

Location and Place of Research

This research took a case study limited to the work area of PLN UP3 Tahuna ULP Petta. The reason for choosing this research location is because PT PLN (Persero) UP3 Tahuna has a working area spread across 3 island districts which has 7 customer service units. ULP Petta is the unit with the largest number of customers in PLN UP3 Tahuna, so it is considered to be a representation of the population.

Data Collection Methods

The data collection method in this study was a questionnaire, which is a data collection technique by giving a set of questions or written questions to respondents to answer. This research was conducted by distributing questionnaires to customers of PT PLN (Persero) Petta Customer Service Unit who have made complaints during the period January - October 2024 which will then be measured using a Likert scale. who have made complaints during the period January - October 2024 which will then be measured using a Likert scale. This research uses descriptive analysis techniques that Previously, a series of calculation steps of the Importance Performance Analysis (IPA) method and statistical data processing were carried out.

Research Population and Sample

Sugiyono (2017) states that population is a generalization area, objects / subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study were 149 customers of PT PLN (Persero) Petta Customer Service Unit who had filed complaints or complaints from January to October 2024.

The type of sampling used is Probability Sampling. According to Sugiyono (2019), Probability Sampling is sampling that provides equal opportunities or opportunities for each member of the population to be selected as a sample. The technique used is random sampling, Random sampling is a sampling method in which each member of the population has the same opportunity to be selected. In random sampling, sample selection is carried out randomly, thereby reducing bias and ensuring that sample results can represent the population as a whole. This study raised a degree of confidence of 90%, or an error rate of 10%, so that from a total population of 149 customers, the number of samples needed based on the Slovin formula was 60 respondents.

Data Analysis

Analysis method used is validity test, reliability test, calculation of the scale of importance and performance level of each statement item, calculation of the level of conformity of each statement item then proceed with IPA quadrant analysis based on the average value of importance and performance. After each statement item on each indicator or variable enters the IPA quadrant, recommendations are then given for improving service quality.

Research Instruments

The measurement scale used in this study is a Likert scale. With a Likert scale, the variables to be measured are translated into variable indicators which then the indicators are used as a total point in compiling instrument items which can be questions or statements. In this study, questions on the questionnaire were used to measure the level of importance and level of performance for quantitative analysis purposes, the answers to the questionnaire were given the following score:

Level of Importance

1. Very Unimportant (STP); scored 1
2. Not Important (TP); scored 2
3. Moderately Important (CP); scored 3
4. Important (P); scored 4
5. Very important (SP); scored 5

Performance Level

1. Very unfavorable (STB); scored 1
2. Not Good (TB); scored 2
3. Good enough (CB); scored 3
4. Good (B); scored 4
5. Very Good (SB); scored 5

RESEARCH RESULTS AND DISCUSSION

Research Result

Validity Test and Reliability Test

Table 3. Validity Test and Reliability Test of Importance Level

Indicators	Item Statement	R_{count}	R_{table}	Description	*Cronbach's Alpha*	Description
Physical Evidence (X_1)	$X_{1.1}$	0,791	0,261	Valid	0,816	Reliable
	$X_{1.2}$	0,817	0,261	Valid		
	$X_{1.3}$	0,834	0,261	Valid		

Reliability (X_2)	$X_{2.1}$	0,563	0,261	Valid	0,757	Reliable
	$X_{2.2}$	0,549	0,261	Valid		
	$X_{2.3}$	0,472	0,261	Valid		
	$X_{2.4}$	0,727	0,261	Valid		
Responsiveness (X_3)	$X_{3.1}$	0,615	0,261	Valid	0,763	Reliable
	$X_{3.2}$	0,719	0,261	Valid		
	X3.3	0,673	0,261	Valid		
	X3.4	0,322	0,261	Valid		
Assurance (X_4)	$X_{4.1}$	0,736	0,261	Valid	0,819	Reliable
	$X_{4.2}$	0,883	0,261	Valid		
	$X_{4.3}$	0,834	0,261	Valid		
	$X_{4.4}$	0,532	0,261	Valid		
	$X_{4.5}$	0,612	0,261	Valid		
Empathy (X_5)	$X_{5.1}$	0,790	0,261	Valid	0,853	Reliable
	$X_{5.2}$	0,883	0,261	Valid		
	X5.2	0,834	0,261	Valid		

Source: Processed Data, 2025

Table 4. Validity Test and Reliability Test of Performance Level

Indicators	Item Statements	R_{count}	R_{table}	Description	*Cronbach's Alpha*	Description
Physical Evidence (X_1)	$X_{1.1}$	0,540	0,261	Valid	0,683	Reliable
	$X_{1.2}$	0,631	0,261	Valid		
	$X_{1.3}$	0,621	0,261	Valid		
Reliability (X_2)	$X_{2.1}$	0,695	0,261	Valid	0,783	Reliable
	$X_{2.2}$	0,643	0,261	Valid		
	$X_{2.3}$	0,529	0,261	Valid		
	$X_{2.4}$	0,720	0,261	Valid		
Responsivenes s (X_3)	$X_{3.1}$	0,589	0,261	Valid	0,794	Reliable
	$X_{3.2}$	0,684	0,261	Valid		
	X3.3	0,661	0,261	Valid		
	X3.4	0,552	0,261	Valid		
Assurance (X_4)	$X_{4.1}$	0,702	0,261	Valid	0,834	Reliable
	$X_{4.2}$	0,826	0,261	Valid		
	$X_{4.3}$	0,794	0,261	Valid		
	$X_{4.4}$	0,441	0,261	Valid		
	$X_{4.5}$	0,667	0,261	Valid		
Empathy (X_5)	$X_{5.1}$	0,702	0,261	Valid	0,853	Reliable
	$X_{5.2}$	0,826	0,261	Valid		
	X5.3	0,794	0,261	Valid		

Source: Processed Data, 2025

Table 5. Descriptive Analysis Results of Level of Importance and Performance

No	Statements	Importance		Performance	
		Value	Description	Value	Description
1	PLN officers who come to the customer's house are friendly, polite and uniformed Official	86	Very Important	74	Good

2	Work equipment carried by officers is complete	87	Very Important	72	Good
3	The officer's work is completed in a neat condition	84	Very Important	76	Good
4	Complaint-related responses are appropriate and timely	80	Very Important	71	Good
5	Proper service or follow-up of complaints without errors	84	Very Important	74	Good
6	Once a complaint is resolved, there are no repeat complaints from the same customer	81	Very Important	76,6	Good
7	Providing easy access to electricity service complaints through the PLN Mobile application platform, Call center 123 and the PLN website as well as excellent services provided by PLN officers	85	Very Important	79	Good
8	PLN provides facilities to deliver information on PLN products and services. Complaints (PLN Mobile Application, Call Center 123, and PLN Web)	88	Very Important	79	Good
9	With platforms like PLN App Mobile, Call Center 123 and also the PLN services become faster	87,6	Very Important	75	Good
10	All types of complaints always receive a response as well as answers and actions from back-office officers and field officers.	86,3	Very Important	69	Good
11	Ready to serve complaints of electrical disturbances 24 hours	85	Very Important	71	Good
12	PLN Mobile application platform, Call center 123 and also the PLN Web site facilitate and accelerate access to PLN customer services	87	Very Important	70	Good
13	PLN Mobile application platform, Call center 123 and also the PLN Web site can be trusted by customers	85,6	Very Important	76	Good
14	PLN Mobile application platform, Call center 123 and also the PLN Web site guarantee the security of customer data	84	Very Important	77	Good
15	The PLN Mobile application platform, Call center 123 and also the PLN website display clear price transparency for the type of services such as New Installations, Power Additions and Temporary Lighting	86	Very Important	82	Very Good
16	Provides suitability of handling between complaint report with the services provided by PLN officers	84	Very Important	80	Very Good
17	Complaint grievance service provided provide convenience and comfort to customers	87	Very Important	78	Good
18	Attempt to minimize the occurrence of recurring complaints due to unresolved	85,6	Very Important	82	Very good

	complaints by confirming to the customer in question				
19	Every complaint that has been resolved is always asked for feedback from the customer.	83,6	Very Important	78	Good

Source: Processed Data, 2025

Table 6. Calculation Results of Conformity Level

No.	Indicator	Statement	Xi	Yi	%	Priority
1	Physical Evidence	PLN officers who come to customers' homes are friendly, polite and wearing official uniforms.	223	258	86,43	6
2		Work equipment carried by officers is complete	217	261	83,14	3
3		The officer's work is completed in a neat condition	227	251	90,44	12
4	Reliability	Complaint-related responses are appropriate and timely	213	239	89,12	10
5		Proper service or follow-up of complaints without errors	221	252	87,70	7
6		Once a complaint is resolved, there are no repeat complaints from the same customer	230	244	94,26	16
7		Providing easy access to electricity service complaints through the PLN Mobile application platform, Call center 123 and the PLN website and also excellent service provided by PLN officers	236	254	92,91	14
8	Responsiveness	PLN provides information delivery facilities PLN products and also complaint services (PLN Mobile Application, Call Center 123, and PLN Web).	236	264	89,39	11
9		With platforms like PLN App Mobile, Call Center 123 and also the PLN website services become faster	225	263	85,55	5
10		All types of complaints always receive a response as well as answers and actions from back office and field officers	208	259	80,31	1
11		Ready to serve complaints of electrical Disturbance 24 hours	214	256	83,59	4
12	Assurance	PLN Mobile application platform, Call center 123 and also the PLN Web site guarantees the security of customer data	232	251	92,43	13
13		PLN Mobile application platform, Call center 123 and PLN Website can be trusted by the customer	228	257	88,72	8
14		PLN Mobile application platform, Call	232	251	92,43	13

		center 123 and also the PLN Web site guarantees the security of customer data				
15		The PLN Mobile application platform, Call center 123 and also the PLN website display clear price transparency for service types such as Pasang New, Added Power and Temporary Lighting	246	258	95,35	18
16		Provide conformity of handling between complaint reports and services provided by PLN officer	239	252	94,84	17
17	Empathy	The complaint handling service provided provides convenience and comfort to customers.	233	262	88,93	9
18		Trying to minimize the occurrence of repeated complaints due to unresolved complaints by confirming with the customer concerned.	246	257	95,72	19
19		Every complaint that has been resolved always asks for feedback from the customer.	234	251	93,23	15

Source: Processed Data, 2025

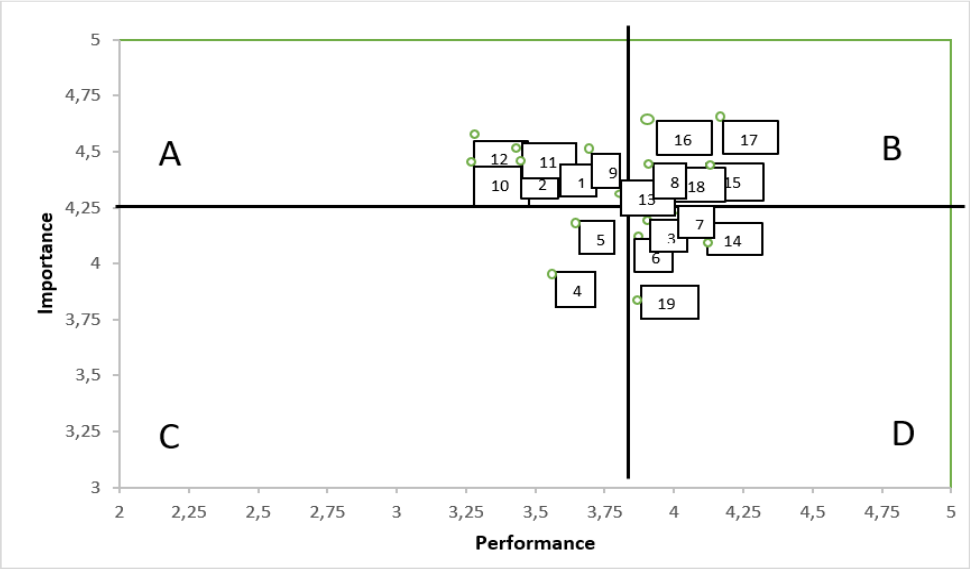
Table 7. Average Value of Importance and Performance Levels

No.	Indicator	Indicator	Average Performance Score	Average Score of Importance	GAP
1	Physical Evidence	PLN officers who come to customers' homes are friendly, polite and wearing official uniforms.	3,72	4,30	0,58
2		Work equipment carried by officers is complete	3,62	4,35	0,73
3		The officer's work is completed in a neat condition	3,78	4,18	0,40
4	Reliability	Complaint-related responses are appropriate and timely	3,55	3,98	0,43
5		Proper service or follow-up of complaints without errors	3,68	4,20	0,52
6		Once a complaint is resolved, there are no repeat complaints from the same customer	3,83	4,07	0,23
7		Providing easy access to electricity service complaints through the PLN Mobile application platform, Call center 123 and the PLN website and also excellent service provided by PLN officers	3,93	4,23	0,30
8	Responsiveness	PLN provides information delivery facilities, PLN products & also complaint services (PLN Mobile Apps, Call Center	3,93	4,40	0,47

		123 & PLN Web).			
9		With platforms like PLN App Mobile, Call Center 123 and also the PLN website services become faster	3,75	4,38	0,63
10		All types of complaints always receive a response as well as answers and actions from back-office officers & field officers.	3,47	4,32	0,85
11		Ready to serve complaints of electrical disturbances 24 hours	3,57	4,27	0,70
12	Assurance	PLN Mobile application platform, call center 123 and also the PLN Web site facilitates and accelerates access to PLN customer services	3,50	4,33	0,83
13		PLN Mobile application platform, call center 123 and also the PLN Web site can be trusted by customers	3,80	4,28	0,48
14		PLN Mobile application platform, call center 123 and also PLN website guarantee the security of customer data.	3,87	4,18	0,32
15		The PLN Mobile application platform, call center 123 and also the PLN website display clear price transparency for service types such as Pasang New, Added Power and Temporary Lighting.	4,10	4,30	0,20
16		Provide conformity of handling between complaint reports and services provided by PLN officer.	3,98	4,20	0,22
17	Empathy	Complaint grievance service provided provide convenience and comfort to customers	3,88	4,37	0,48
18		Attempt to minimize the occurrence of repeat complaints due to unresolved complaints by confirming to the customer in question	4,10	4,28	0,18
19		Every complaint that has been resolved is always asked for feedback from the customer.	3,90	4,18	0,28

Source: Processed Data, 2025

Picture 2. Cartesian Diagram of Importance Performance Analysis



Source: Processed Data, 2025

Table 9. Calculation of Customer Satisfaction Index

No	Average Score *Importance* (I)	Average Score *Performance* (P)	Score(S) % (I x P)
1	4,30	3,72	15,98
2	4,35	3,62	15,73
3	4,18	3,78	15,83
4	3,98	3,55	14,14
5	4,20	3,68	15,47
6	4,07	3,83	15,59
7	4,23	3,93	16,65
8	4,40	3,93	17,31
9	4,38	3,75	16,44
10	4,32	3,47	14,96
11	4,27	3,57	15,22
12	4,33	3,50	15,17
13	4,28	3,80	16,28
14	4,18	3,87	16,18
15	4,30	4,10	17,63
16	4,20	3,98	16,73
17	4,37	3,88	16,96
18	4,28	4,10	17,56
19	4,18	3,90	16,32
Total Score	71,97	306,13	
CSI		85,07	

Source: Processed Data, 2025

$$CSI = \frac{\sum IXP}{\sum IXS} \times 100\%$$

$$= \frac{306,13}{71,97x5} \times 100\%$$

= 85,07

Discussion

Based on Figure 2 of the Cartesian diagram above, the quadrant division based on *Importance Performance Analysis* (IPA) for 5 Indicators and 19 Statements in this study and recommendations for improvement for electricity services at PLN ULP Petta have been described. 6 Statements fall into quadrant A (Top Priority) category, namely statement numbers 1, 2, 9, 10, 11, 12. 6 Statements fall into quadrant B (Maintain Achievement) category, namely statement numbers 8, 13, 15, 16, 17, 18. 2 Statements fall into quadrant C (Low Priority) category, namely statement numbers 4 and 5. And 5 Statements fall into quadrant D (Excessive) category, namely statement numbers 3,6,7,14,19.

CONCLUSIONS AND SUGGESTIONS

Conclusions

The conclusions obtained from the processing and analysis of data and also the discussion that has been done are as follows:

1. There is a GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on each statement in the physical evidence indicator on the service quality variable of PT PLN (Persero) Petta Customer Service Unit.
2. There is a GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on each statement in the reliability indicator on the service quality variable of PT PLN (Persero) Petta Customer Service Unit.
3. There is a GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on each statement in the Responsiveness indicator on the service quality variable of PT PLN (Persero) Petta Customer Service Unit.
4. There is a GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on each statement in the guarantee indicator on the service quality variable of PT PLN (Persero) Petta Customer Service Unit.
5. There is a GAP between the level of importance *(Importance)* and the level of performance *(Performance)* on each statement in the empathy indicator on the service quality variable of PT PLN (Persero) Petta Customer Service Unit.
6. The calculation result of the Customer Satisfaction Index of PT PLN (Persero) Petta Customer Service Unit is 85.07%, meaning that there is still a gap of 14.93% of the total 60 respondents who are not satisfied with the services provided by PLN ULP Petta.

Suggestions

Based on the conclusions obtained in this study, the authors submit some suggestions as follows:

1. For PT PLN (Persero) Petta Customer Service Unit must continue to maintain and also improve the quality of service used as indicators in this study by implementing continuous improvement that follows technological developments. Especially on indicators on Indicators of Physical Evidence, Reliability, Responsiveness, and Assurance which are included in the top priority quadrant.
2. Indicators included in the top priority quadrant are prioritized for evaluating service quality improvement while still not setting aside indicators included in the low priority quadrant, overestimating and maintaining achievements so that if a study is held with the same object the value of the Customer Satisfaction Index can increase from what is currently at 85.07%.
3. For further researchers, it is hoped that they can research with indicators and also other

indicators outside the indicators that have been studied in this study so that other constructive references can be obtained for service quality in order to increase customer satisfaction at PT PLN (Persero) ULP Petta in particular and PT PLN (Persero) in general.

REFERENCE

1. Arikunto,S. 2018. Prosedur Penelitian: Suatu Pendekatan Praktik. Jakarta: Rineka Cipta.
2. C.Prihandoyo, 2021. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan JNE Cabang Balikpapan. Jurnal GeoEkonomi 10 (1), 116-129.
3. Fandy Tjiptono & Anastasia Diana, 2018. Pemasaran Esesi dan Aplikasi, Andi Offset, Yogyakarta.
4. Fandy Tjiptono., 2018. Strategi Pemasaran Prinsip & Penerapan. Edisi 1.,Yogyakarta: CV. Andi
5. Kotler, Philip dan Gary Amstrong. 2019. Prinsip-prinsip Pemasaran. Edisi13.
6. Kotler, P.T., Keller, K.L., Brady, M., Goodman, M., Hansen, T. (2019). Marketing Management. Singapore: Pearson Education.
7. Mulyadi. (2020). “Dimensi Kualitas Pelayanan dan Kepuasan Pelanggan PLN ULP Bireuen”, Jurnal JRR. 2(4), 20-31.
8. Ramírez-Hurtado, José M, 2024. The Use Of Importance-Performance Analysis To Measure The Satisfaction Of Travel Agency Franchisees. Revista de Administração de Empresas 57(1):51-64.
9. Rasyid dan Galela. (2020) “Analisis Kualitas Pelayanan Listrik Terhadap Kepuasan Pelanggan PT PLN (Persero) Unit Layanan Pengadaan (ULP) Namlea”, Uniqbu Journal Of Social Sciences (UJSS). 1(1), 32-40.
10. Sandu Siyoto, SKM., M. K., & M. Ali Sodik, M. . (2015). Dasar Metodologi Penelitian (Cetakan 1, Vol. 7, Issue 2). Literasi Media.
11. Suchi Andara Rezki, 2018. Pemanfaatan Metode Importance Performance Analysis Untuk Mengukur Tingkat Kinerja Pengguna Sistem Informasi Kepegawaian Di BPKP Provinsi Sumatera Selatan.
12. Sugiyono, 2017. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: CV. Alfabeta.
13. Tjiptono. 2019. Strategi Pemasaran Prinsip & Penerapan. Edisi 1. Yogyakarta.