

Intelligence perspective customer satisfaction analysis toward PLN's service performance : case study PT PLN East Java distribution

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Abstrak

On reaching to the customer in East Java, the electrical energy sourced from all existing generator in Java Island and Bali Island will flow over several cluster system, particularly in technical matters related to maximum capability and efficiency in distribution. To increase the customer satisfaction, prior to the things shall be precised that is by knowing some factors subject to the relative customer satisfaction, with the result of recognizing whatever determining services should be maintained and increased and decreased.

Subject to the problem of this research will concern with decisive factors in the level of interest and satisfaction to customer for service quality, Subjects of this problem include such as below; How big is the customer satisfaction level of PLN meet to the existing service performance of PLN? What is the result found in the intelligence analysis that the PLN could survive from and without being surpassed by its customer?

The Aim of Research, To define the map of customer expectation by performing the service from PT PLN East Java Distribution; To define the result of analysis intelligence to potential disruption in stability of services from PT PLN East Java Distribution.

Field observation is implemented by doing the survey. The aim of this method is to aggregating a number of respondent data from some examples through measuring tools of interview in form of list of questionnaire.

As from the observation result herein will have resulted several factors point of servicing in PLN that must be notified by PT. PLN East Java Distribution within a short term, so that the service performance of PT. PLN is getting better to the customer and hindered from disruption and threaten.