

**ANALISIS TINGKAT KEPUASAN WARGA PERUMAHAN GENUK
INDAH ATAS PELAYANAN TAMBAH DAYA PADA PT. PLN
(PESERO) UNIT PELAYANAN DAN JARINGAN SEMARANG TIMUR**

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ABSTRACT

The title : The analysis of Satisfaction Level of *Genuk Indah* regency citizens over the Power increasing service from PT. PLN (PESERO) UPJ East Semarang

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PT. PLN (Persero) UPJ East Semarang as the energy company to the electricity power was demanded to be able to comply with the customer's request will add the power that increasingly increased. The company in the fulfilment of the requirement for the customers, was met by the indication of the customer's dissatisfaction on the achievement of the service through complaints that were sent through a media. This was made the formulation of the problem in this research.

This research aimed at measuring of satisfaction level of *Genuk Indah* regency citizens on the achievement of the power increasing service from PT. PLN (Persero) UPJ East Semarang that covered the dimension of reliability, responsiveness, assurance, empathy and intangible. The type of the research that was used was descriptive research design. The data collection that was carried out with instrument/the implement that is guidance question and the questionnaire to 70 respondents. The technique sampling that is systematic random sampling. The analysis of the data that was used was the analysis of the calculation in general (Importance-Performance Analysis) John A. Martila and John C. James to know the level of the customer's satisfaction.

From results of the calculation in general the achievement of the power increasing service for the five dimensions of the quality of the service of 3.85 that showed the customer felt satisfied with the service that was accepted. The calculation in general to respectively the dimension of the quality of the service was received by results:

1. In the dimension of reliability as big as 3,89 meant the customer felt satisfied.
2. In the dimension of responsiveness as big as 3,91 meant the customer felt satisfied.
3. In the dimension of assurance as big as 3,83 meant the customer felt quite satisfied.
4. In the dimension of empathy as big as 3,85 meant the customer felt satisfied.
5. In the dimension of intangible as big as 3,77 meant the customer felt quite satisfied.

From results of this research, the suggestion that could be sent to the company better immediately could be fulfilled in a period of 1 day by placing the official of the technician to the field as well as one car unit/the box motor of the circle that was supplemented with the communications equipment, as well as all equipment, equipment and material that supported the power increasing service.