

ABSTRACT

The demands of society will excellent service currently forcing service providers to put, in the sense that the procedures/procedures for service held easily, smoothly, quickly and not convoluted as well as easy to understand and implement. If the concept of prima service can be realized and understood by every apparatus of Government in each of the establishments, our country will surely achieve good corporate governance that is clean, responsive, and accountable. PLN is one sector of public services is precisely the current lot get spotlight communities including PLN UPJ Semarang Selatan. In the middle of the competition so early, PLN UPJ Semarang Selatan sued for satisfaction service so that customers are satisfied and will survive for the subscribe. The purpose of this research knowing how big the quality of service given to the PLN UPJ Semarang Selatan to customers of the 5 variables that is physical evidence, responsiveness, reliability, security and empathy.

This research uses a type of descriptive research, data collected consists of primary and secondary data by using quantitative analysis consists of test validity, reliability and analysis of average. The continued importance of Performance Analysis. The population in this research is a public subscription with PLN. Samples in the study of 100 people. Method of data collection using the questionnaire.

Results of the analysis show that physical evidence: variables obtained an overall average of 3.96 lies in the interval-3.01 then 4.00 physical evidence of service quality of PT PLN UPJ Semarang South entry categories and average customer satisfaction 95,73% showing very satisfactory. The overall reliability of the variables obtained an average of 3,87 is interval-3.01 then 4.00 service quality reliability of PT PLN UPJ Semarang South entry categories and average customer satisfaction 90,98% showing very satisfactory. Variable overall responsiveness Gets an average of 3,87 is interval-3.01 then 4.00 service quality responsiveness of PT PLN UPJ Semarang South entry categories and average customer satisfaction 90,70% showing very satisfactory. Variable overall assurance obtained an average of 3.67 lies in the interval-3.01 then 4.00 service quality assurance PT. PLN UPJ Semarang South entry categories and average customer satisfaction 85,97% showing very satisfactory. Variable empathy as a whole Gets an average of 3,79 is interval-3.01 then 4.00 service quality of empathy PT. PLN UPJ Semarang South entry categories and average customer satisfaction 89,18% showing very satisfactory. The level of quality of the UPJ Semarang Selatan is PLN on the percentage of good quality (quality) and a very satisfying level of customer satisfaction.

Keywords: Tangible, Responsiveness, Reliability, Assurance, and Empathy