

ABSTRACT

In Indonesia, the power producer is PLN (State Electricity Company). Thus, PLN (State Electricity Company) is a company that can generate and manage electricity to be enjoyed by many people in Indonesia. As the sole electricity provider in the country that the company seeks to continuously improve service quality for all components of Indonesian society. PLN as a public service provider that oversees electricity power sector in Indonesia is obliged to always improve the form of service to consumers. The purpose of this study was to determine the effect of quality, price to customer satisfaction and business industries in Semarang, the implications of customer satisfaction, and factors that affect customer satisfaction on customer attitudes and business industries in Semarang.

The population in this study are all industry and business in Hyderabad who become customers of PLN. The sample in this study is to industry and business in Hyderabad who become customers of PLN. The method used is the Non-Probability Sampling with Accidental Sampling techniques. Data collection methods are questionnaires, interviews.

The results of this study indicate that there are positive and significant influence between product quality variables (X1) to customer satisfaction (Y1), there is a positive and significant influence between the quality of service (X2) to customer satisfaction (Y1), there is a positive influence and significant correlation between the price variable (X3) to customer satisfaction (Y1), there is positive and significant correlation between customer satisfaction variable (Y1) on customer attitude (Y2). This means that the hypothesis proposed in this study received.

The conclusion of this research is an indicator variable product quality, service quality, price has a significant influence on customer satisfaction. Suggestions that can be drawn from this research is to increase customer satisfaction PLN, should improve product quality, service quality, price applied in providing services to customers.

Keywords: Quality Products, Quality Service, Price, Customer Satisfaction, Customer Attitudes