

ABSTRACT

Problems that exist in this study was a decreased level of customer satisfaction in PT PLN (Persero) Unit Pelayanan dan Jaringan Semarang Tengah in 2009. This study investigated the effect of Service Quality and Customer Value to improve Customer Satisfaction. The model developed to reflect factors - factors that affect customer satisfaction.

The research was based on data taken at PT. PLN (Persero) Distribution of the total population of 192 PLN customers with business and industrial tariff. This study uses census method in which data collection is done by using questionnaires and interviews to some respondents, and the technique used is regression analysis which is processed with SPSS.

These results indicate that the factors - factors such as Quality of Service and Customer Value is a factor - an important factor affecting customer satisfaction. The results of this study also found that the most dominant influence Quality Services to Customer Satisfaction. So that policies on Quality of Service needs to be a special concern of management of PT. PLN (Persero) Unit Service and Network Semarang Central. In this study also discussed the theoretical and managerial implications in order of priority that can be done by the company. Limitations of the study and future research agenda can be used as a reference for further research.

Key words: Quality of Service, Customer Value and Customer Satisfaction