

ABSTRACT

This research problem originated from the phenomenon of the gap is the level of criticism received by PLN Jepara is still relatively high, it indicates dissatisfaction of customers resulting decline in interest in WOM. The problem of customer dissatisfaction that led to interest in WOM low will affect the survival of PLN. Problems in this study was also supported by the research gap in previous research that examines the things that affect the interests of WoM.

Solving the problem begins with the formulation and development of research models based on theoretical studies the results of previous studies. The model is known there are five variables (Ease of Use, Ease of Payments, Benefits Perception, Customer Satisfaction and Interests WoM) and seven hypotheses to be estimated to solve research problems. Respondents of this study as many as 150 people who use the services in the area of smart electricity Jepara. Based on testing with engineering Structural Equation Model (SEM) using AMOS software 20 then obtained Full model with the modifications set forth in accordance with empirical data and can be used as a foothold solving research because it has met most of the criteria of goodness of fit as follows Chi-square 131.470 ; probability = 0.328; RMSEA = 0.022; GFI = 0.886; AGFI = 0,844; TLI = 0.991 and CFI = 0.993. Thus it can be said that the model is fit for use.

The conclusion from this study indicate that the process to encourage the creation of positive words of mouth to increase the number of smart electricity customers is through increased Ease of Payment, Perceived Benefits, Customer Satisfaction, Ease of Use in order to increase interest in WoM for smart electricity.

Keywords: Ease of Payment, Perceived Benefits, Customer Satisfaction, Ease of Use and Interests Words of Mouth (WoM).