ABSTRACT

Customers' need will indeed determine the firms' quality. Therefore, a high quality is not determined solely by the firms' perception instead it is most determined by the customers' perception. Thus, this research is trying to analyze the customer value, perceived value, corporate image and service quality, that meets the customer expectation.

Data of the customer value, perceived price, corporate image and service quality ares obtained through questionnaire interviews with 125 customers who have their electric power more than 100 kVA categorized. Then, data is analyzed under Importance Performance Analysis (IPA) technique.

The Importance Performance Analysis (IPA) results show that **customer value** variable has indicators such as "stability voltage", and "maintaining electricity network but the power still burns" are in A cuadrant and indicators "kWh meter be grated accurately" and "maintaining material to have a quality" are in D cuadrant. **Customer perceived** value variable has indicators such as "the charge of new connection / up power is cheaper than diesel procurement" is in A cuadrant. **Corporate image** variable has indicators such as "PLN image be compared others BUMN", "PLN image that satisfied" and "PLN image takes care to customer" are in A cuadraant. **Service quality** variable has indicators such as "empathy from the worker who serve the technic complaint" and "accurete and fast service in error bilingl complaint" are in A cuadrant."The payment point of billing through office/bank";"Reliable and fast service in the technic complaint"; "Responsibility and friendlyin technic complaint"; "Responsibility and friendlyservice in error billing complaint"; "guarantee and accurete in maintenance technic complaint"; "guarantee and accurete in maintenance error billing complaint"are in A cuadrant and indicator " "Computerize in service complaint"; "Empathy from thr worker who serve error bilingl complaint" is in D cuadrant.
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Based on the results of IPA analysis, it is suggested that in order to meet the expected firm performance and the customers' expectation related to the customer value, perceived price, corporate image and service quality can be achieved by making better some indicators such as "stability voltage", "maintaining electricity network but the power still burns", "kWh meter be grated accurately", "maintaining material to have a quality", "the charge of new connection / up power is cheaper than diesel procurement", "PLN image be compared others BUMN", "PLN image that satisfied", "PLN image takes care to customer", "the computerize complaint service","the accurete and fast service in error bill complaint", "empathy from the worker who serve the technic complaint"and "Empathy from thr worker who serve error bill complaint"

Keywords : customer value, perceived price, corporate image and service quality