

## ABSTRACT

Electricity service provider in Indonesia has a very important task in its role to provide power supply for the community. PT. PLN (Persero) is the main electricity provider in Indonesia. The objective of this study was to determine what kind of influence the quality of service to customer satisfaction, both simultaneously and partially.

Issues to be addressed in this study is to see how high performance and the interests of the customers of PLN against the five dimensions of service quality consists of physical evidence, reliability, responsiveness, assurance and empathy. And what indicators should be maintained and repaired immediately by PLN employees to meet customer satisfaction.

*Importance Performance Analysis (IPA)* will be the method in this study. This method is used to determine how much the level of interest and the employee's performance and to identify indicators of what should be repaired and maintained by PLN UPJ PEDAN.

The results of this study show that can be seen from the magnitude of the average total value performance above the average value of an ideal that is 2.61 s / d 3.40. Advice given the management of PT PLN (Persero) UPJ PEDAN, should be able to improve performance on the five dimensions of service quality that has been newly assessed fairly by customers, both dimensions of tangible, reliability, responsiveness, assurance, and empathy.

However, improved quality of service should be prioritized especially in reliability dimension or keandalan for example on the calculation system accurate billing and service pengadauan that diraskan still not right. Although the billing system is already done with the computer system, but because the registrar meter that comes less regularly in the periodic recordation (for customers using Analog meter) causes a fluctuating customer billing, so customers were skeptical about the magnitude of the existing bill.

**Keywords:** Importance Performance, Service, PLN