


The Influence of Tangible, Reliability, Responsiveness, Assurance, and Emphaty on Customer Satisfaction at PT PLN Persero

Siti Mutia Tuzahra¹, Megawati²

^{1,2} Program Studi Manajemen, Fakultas Ekonomi & Bisnis, Universitas Multi Data Palembang, Indonesia

ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received Des 9, 2023 Revised Des 20, 2023 Accepted Des 28, 2023</p> <p>Keywords:</p> <p>Service quality; Tangible; Reliability; Responsiveness; Assurance; Empathy; Customer satisfaction</p>	<p>This study aims to analyze the effect of Tangible, Reliability, Responsiveness, Assurance, and Empathy on Customer Satisfaction at PT PLN Persero. This study uses quantitative methods and a sample of 100 respondents. Methods of data analysis using non-probability sampling, purposive sampling and multiple regression with the SPSS ver 26 test tool. Based on the results of the study, it shows that only the Reliability variable has a partial effect on Customer Satisfaction at PT PLN Persero and the Tangible, Responsiveness, Assurance, and Empathy variables have no partial effect on Customer Satisfaction at PT PLN Persero. Simultaneously each variable, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy has an positive effect on Customer Satisfaction at PT PLN Persero.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p> 

Corresponding Author:

Siti Mutia Tuzahra,
Management,
Palembang Multi Data University,
Jl. Rajawali 14, 30113 Palembang - South Sumatra
Email: sitimutiatuszahra@gmail.com

1. INTRODUCTION

In this era of globalization, companies or organizations are required to improve their quality because the current service sector has experienced a dramatic and significant increase compared to the previous decade. The dynamics that occur in the service sector can be seen from the development of various service industries such as banking, insurance, aviation, telecommunications, tourism and other professional service companies such as accounting firms, consultants, lawyers and others (F Fitriani, 2021). As people's welfare increases, consumption of goods other than basic needs also increases. Likewise, the need to consume service products arises from the community's need to increase comfort and satisfaction, including State-Owned Enterprises (BUMN).

State-Owned Enterprises (BUMN) in Indonesia are very influential in the development of the business world and society in running their businesses. Therefore, in regulating and running their businesses, State-Owned Enterprises (BUMN) are regulated and managed by the government because they are closely related to the fate of the Indonesian people. State-Owned Enterprises (BUMN) must be able to provide satisfaction to the public as consumers and provide good service in the eyes of the public by providing quality services (AEP Ulukyanan, 2018).

State Electricity Company (PLN) Persero is the only state-owned company in the electricity sector whose activities aim to serve the community well, thereby creating satisfaction for customers. For this reason, PT PLN Persero pays special attention to service activities in terms of providing customer needs so that in implementation it can satisfy its customers. However, the main problem

faced by PT PLN Persero is service. Initial observations show that the services provided by PT PLN Persero are still not good so that the public is not satisfied with the services provided.

An issue that is often criticized by the public is the perception of "quality" inherent in all aspects of service. PT PLN Persero's services are assessed in the TMP (Service Quality Level) section if they meet customer expectations, for example employees who are attentive, polite and respectful, understand the procedures, policies and regulations for installing new equipment and power, are able to provide good explanations, then satisfaction from a community of service users is created. Quality provides an incentive for customers to establish strong relationships with the company. With this, PT PLN Persero can increase customer satisfaction where the company maximizes pleasant customer experiences and eliminates unpleasant customer experiences.

So the aim of this journal is to analyze the influence of Tangible, Reliability, Responsiveness, Assurance, and Emphaty on Customer Satisfaction at PT PLN Persero Kenten Customer Service Unit partially and simultaneously.

2. RESEARCH METHODS

This research uses a quantitative research approach. The object of this research is the PT PLN Persero Kenten Customer Service Unit which is related to tangible, reliability, responsiveness, assurance and empathy towards customer satisfaction. The subjects in this research were customers of the PT PLN Persero Kenten Customer Service Unit. The population used in this research is all customers of PT PLN Persero Kenten Customer Service Unit. The sampling method in this research uses the simple random sampling method. The simple random sampling method is a random sampling technique in the population. The sample in this study was calculated using the Slovin formula to obtain a sample that is considered to represent the entire population of all customers at PT PLN PERSERO Kenten Customer Service Unit with a total of 100 respondents.

In this research, the data used is primary data where data is collected directly using questionnaires and secondary data which has been collected, processed and neatly arranged by customers of PT PLN Persero Kenten Customer Service Unit. The data collection techniques used in this research were interviews, questionnaires and observation. This research uses data analysis techniques in the form of validity tests, reliability tests, multiple regression analysis, classical assumption tests, hypothesis tests, and determination coefficient tests.

3. RESULTS AND DISCUSSION

Uji Validitas & Reliabilitas

According to Sugiyono (2021: 125), it shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. This validity test is carried out to measure whether the data obtained after the research is valid data or not, using the measuring instrument used (questionnaire). Significant testing was carried out using criteria using an r table at a significance level of 0.05 with a two-sided test. If the value is positive and $r_{count} \geq r_{table}$, then the item can be declared valid and if $r_{count} \leq r_{table}$, then the item is declared invalid. This research uses a sample of 100 respondents with a significance of 0.01 (10%) so the r table in Df (degree of freedom) = $n-2 = 100-2 = 98$ so the r table is 0.2565. From the results of the validity test on all variables, it is known that the variables used in this research are declared valid because all variables have a calculated r value $> r_{table}$ and have a positive value.

Reliability testing is used by research to measure the stability and consistency of respondents in answering the statements in the questionnaire. A questionnaire can be said to be consistent if the results of the respondent's answers to the questionnaire match each question. To test whether a variable can be trusted from the results of testing the Cronbach alpha value using the SPSS application. If the variable studied provides a Cronbach alpha output value > 0.60 , then the variable value can be said to be reliable. Based on the results of the reliability test in this research, it shows that all research variables are declared reliable because they have a Cronbach's Alpha value > 0.60 .

Classic assumption test

Tabel 1. Classic assumption test results

Classic assumption test	Information	Results
Normalitas	<i>Asymp. Sig. (2-tailed)</i>	0,012 c
Multikolinearitas	<i>Tolerance dan VIF</i>	0.360, 0.323, 0.303, 0.426, 0.283 dan 2.779, 3.092, 3.304, 2.348, 3.537
Autokorelasi	<i>Durbin Watson</i>	2.2.09
Heterokedastisitas	<i>sig</i>	0.719, 0.468, 0.152, 0.63, 0.677

Source: Processed from 2023 Research

The normality test is a classic hypothesis test to test whether the distribution of data is normal or not. How to test normality using the Kolmogorov-Smirnov method in the SPSS application. If the data obtained is greater than the significant value with standard significance, namely 0.05, then the data can be said to be normal. Based on the test results in table 1, it shows that the significance value is 0.012, where this value is greater than the standard significance value, namely 0.05. So the data meets the Kolmogorov Smirnov standard requirements, namely normal.

According to Ghozali in (Bahri, 2018, p.168) the multicollinearity test aims to test whether the regression model finds a correlation between the independent variables. A good regression model should not have correlation between independent variables. To find out whether there is multicollinearity, you can, among other things, look at the variance inflation factor (VIF) and tolerance values. Based on the results of the multicollinearity test, it shows that the variables in the study do not have multicollinearity.

According to Ghozali in (Bahri, 2018, p.174) Autocorrelation is a good correlation between observations, namely regression which does not have autocorrelation problems. One of the testing methods used is Durbin Waston, which tests first order autocorrelation and requires the presence of an intercept (constant) in the regression model and the absence of any further variables among the independent variables. Based on table 1 from the results of data processing, the Durbin Watson value is 2,209, this value is greater than the upper limit for Durbin Watson of 1.7804, so it can be stated that there is no positive autocorrelation.

According to Syaiful B (2018: p.180), heteroscedasticity is the residual variance that is not the same for all observations in the regression model. A good regression should not have heteroscedasticity. Based on table 1, the results of data processing show that the significance value for each independent variable is obtained with an absolute residual greater than 0.05, so there is no heteroscedasticity in the data.

Multiple Linear Regression Analysis

According to Syaiful B (2018: p.159) Multiple regression analysis is an analysis that connects two or more independent variables with a dependent variable with the aim of measuring the intensity of the relationship between two or more variables

Hypothesis Test Analysis

T Test Result

Table 2. T Test Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.592	.429		1.380	.171
	X1	-.036	.027	-.164	-1.342	.183
	X2	.132	.041	.419	3.253	.002
	X3	.085	.049	.230	1.731	.087
	X4	.057	.032	.201	1.792	.076
	X5	.015	.032	.065	.472	.638

a. Dependent Variable: Y

Source: 2023 data processing results

Based on the test results in table 2, it can be analyzed as follows; (1) Tangible has a significance of $0.183 > 0.05$ and t count is $-1.342 < t$ table 2.365, so there is no influence between tangible variables on customer satisfaction variables. (2) Reliability has a significance value of $0.002 < 0.05$ and t count is $3,253 >$ from t table 2,365, so there is an influence between the Reliability variable and the customer satisfaction variable. (3) Responsiveness has a significance value of $0.087 > 0.05$ and t count is $1.731 < t$ table 2.365, so there is no influence between the Responsiveness variable and the customer satisfaction variable. (4) Assurance has a significance value of $0.076 > 0.05$ and t count is $1.792 < t$ table 2.365, so there is no influence between the Assurance variable on the customer satisfaction variable. (5) Emphaty has a significance value of $0.638 > 0.05$ and t count is $0.472 < t$ table 2.365, so there is no influence between the Emphaty variable on the customer satisfaction variable.

F Test Result

Table 3. F Test Result

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.129	5	7.026	18.540	.000 ^b
	Residual	35.621	94	.379		
	Total	70.750	99			
a. Dependent Variable: Y						
b. Predictors: (Constant), X5, X4, X2, X1, X3						

Source: 2023 data processing results

Based on table 3, the results of the F test with a significance value of $0.000 < 0.05$, there is an influence of the independent variables, namely tangible, reliability, responsiveness, assurance and empathy on the customer satisfaction variable simultaneously.

Coefficient of Determination Test

The Coefficient of Determination Test is a test to measure the ability to explain variations in the independent variable on the dependent variable or can be said to be the proportion of influence of all independent variables on the independent variable.

Table 4. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 ^a	.497	.470	.616
a. Predictors: (Constant), X5, X4, X2, X1, X3				

Source: 2023 data processing results

Based on table 4, the results of the coefficient of determination test with an R square of 0.497, the ability of the independent variables, namely tangible, reliability, responsiveness, assurance and empathy in this study, influences the dependent variable customer satisfaction by 49.7%..

4. CONCLUSION

Based on the results of this research, it can be concluded that the Reliability variable has a partial positive effect on customer satisfaction, while the Tangible, Responsiveness, Assurance and Emphaty variables have a negative effect on the dependent variable customer satisfaction at PT PLN Persero. The variables Tangible, Reliability, Responsiveness, Assurance, and Emphaty simultaneously have a positive and significant effect on the dependent variable customer satisfaction at PT PLN Persero.

REFERENCES

- Hermanto. (2019). *Faktor Pelayanan, Kepuasan & Loyalitas Pelanggan*. Surabaya: Jakad Publishing Surabaya.
- Indrasasri, M. (2019). *Pemasaran & Kepuasan Pelanggan*. Surabaya: Unitomo Press.
- Mulyawan, R. (2016). *Birokrasi dan Pelayanan Publik*. Bandung: Unpad Press.
- Satriadi, Wanawir, Hendrayani, E., Siwiyanti, L., & Nursaidah. (2021). *Manajemen Pemasaran*. Bantul: Penerbit Samudra Biru.
- Sulistiyowati, W. (2018). *Buku Ajar Kualitas Layanan : Teori dan Aplikasinya*. Sidoarjo: Umsida Press.
- Suntoyo, D. (2012). *Konsep Dasar Riset Pemasaran & Perilaku Konsumen*. Yogyakarta: CAPS (Center for Academic Publishing Service).University, P., & Nusantara, M. (nd). vision mission Auto 2000.