

The Influence Of E-Service Quality And Promotion Through PLN Mobile On Customer Satisfaction At PT PLN (Persero) Medan Region

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ABSTRACT

This research aims to analyze the influence of e-service quality and promotion on customer satisfaction both partially and simultaneously. Types of research is quantitative. The population in this research is PT PLN (Persero) Medan Region, Medan City, North Sumatra with population as many as 1031 customers. The types and sources of data secondary. The sampling technique uses probability sampling technique. The formula in this research uses the Slovin Formula. The results showed that e-service quality partially had a positive and significant effect on customer satisfaction through PLN Mobile at PT PLN (Persero) Medan Region. Promotion has a positive and significant effect on customer satisfaction through PLN Mobile at PT PLN (Persero) Area Medan. E-service quality and promotion simultaneously have a positive and significant effect on customer satisfaction through PLN Mobile at PT PLN (Persero) Area Medan.

Keywords : *e-service quality, promotion, and customer satisfaction*

INTRODUCTION

Electricity is a ready-to-use energy resource that is converted from energy primary through technology. Thanks to science and technology, electricity too developed into a primary need that humans really need supports various living facilities. All the steps of technological progress, always related to electrical energy needs. PLN (State Electricity Company) is a state-owned company providing electricity services in Indonesia. PT PLN always makes efforts to improve service to customers by creating service products which are creative, reliable and high quality. Service is a word for service providers that must be done well, because it is in a company must have a strategy to manage services well. PLN has been innovative and facilitated services for the community created PLN Mobile. Mobile technology is a technological development which has a big impact on society. One of the many mobile technologies of interest is Android technology.

PLN Mobile continues to be developed at this time Version 2.1 has entered, which already has various features and of course provide convenience to the community. PLN has been innovative and facilitated services for the community created PLN Mobile. Mobile technology is a technological development which has a big impact on society. One of the many mobile technologies of interest is Android technology. PLN Mobile continues to be developed at this time Version 2.1 has entered, which already has various features and of course provide convenience to the community. PLN determines the response time (the time starting from the time the report is received officers arrive at the location of the disturbance) 30 minutes and recovery time (calculated time in dealing with disturbances) 70 minutes have been recorded systematically in the application PLN Mobile provides certainty of time for customers resolve complaints.

Promotion of the PLN Mobile application is carried out in many ways starting from

electronic media, print media, and going directly to homes customer. PT PLN (Persero) Medan Area specifically carries out promotions by holding a virtual outreach program regarding PLN Mobile or directly to customers with the aim of introducing and offers convenience in using PLN Mobile, through its features provided. Through promotions carried out by PT PLN (Persero) Medan Area, it is hoped that Customers can feel satisfied through delivering the benefits of the application informed and through good quality e-service it will fulfill customer needs that drive customer satisfaction.

LITERATURE REVIEW

E-Service Quality

According to Zeithaml in Rifky (2020:11) e-service quality is defined as a website facilitates efficient shopping, purchasing, shipping and effective. According to Chasee in Rifky (2020:11) e-service quality is a form wider service quality with connecting internet media between sellers and buyers to fulfill shopping activities effectively and efficient.

Promotion

According to Buchari Alma (2018:85) states that promotion is a kind of promotion communication that provides explanations that convince potential consumers about goods and services. Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing service products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers within purchasing activities or using services according to your wishes and his needs.

Customer Satisfaction

Of all the activities carried out by the company, it will end in value that will be given by consumers regarding perceived satisfaction. Satisfaction Customers are a way to measure how a product or service is provided by a company exceeds customer expectations. According to Another opinion states that satisfaction is the level of a person's feelings stating the results of a comparison of the performance (services) received and those expected (Santoso & Aprianingsih, 2020).

METHOD

The data collection method is by distributing questionnaires with a Likert scale to respondents. As well as analysis techniques The data used are instrument validity/reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing using the SPSS version 26 program. This research contains reviews, summaries, and author thoughts about several library sources (articles, books, slides, information from the internet, etc.) on topics covered. The research conceptual framework explains theoretically the conceptual model of the research variables, about how the theories relate to the research variables to be studied, namely the independent variable and the dependent variable.

RESULT AND DISCUSSION

Partial Test Result

This test is to find out whether the independent variable partially has significant influence on the dependent variable. What is E-Service Quality (X_1), Promotion (X_2) has an individual (partial) effect on satisfaction Customers (Y) The significance level used is 0.05 ($\alpha = 5\%$).

Table 1. Partial Test

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	6.612	2.155		3.068	.003
Total E-ServiceQuality X1	.219	.059	.325	3.711	.000
Total Promosi X2	.327	.050	.570	6.504	.000

Dependent Variable: Customer Satisfaction Y

Based on the table above, it can be seen that :

- The t_{count} variable for the e-service quality variable (X_1) is 3.711 with significance is 0.000 while t_{table} at $\alpha = 0.05$ is 1.987. This matter shows that t_{count} (3.711) > t_{table} (1.987) and the significant value is $0.000 < 0.05$ then H_0 is rejected and H_a is accepted. Thus it can be concluded that e-service quality partially has a positive and significant effect on customer satisfaction at PT PLN (Persero) Medan Region. It means, Increasing the e-service quality variable can increase customer satisfaction.
- The t_{count} variable for the promotion variable (X_2) is 6.504 with significance of 0.000 while t_{table} at $\alpha = 0.05$ is 1.987. This shows that t_{count} (6.504) > t_{table} (1.987) and the significant value is $0.000 < 0.05$ then H_0 rejected and H_a accepted. Thus it can be concluded that promotion partially has a positive and significant effect on customer satisfaction at PT PLN (Persero) Medan Region. This means that promotions can be increased increase customer satisfaction.

Simultaneous Test Result

The test is used to determine whether or not there are simultaneous variables independent of the dependent variable. Decision making in this test can be done using values probability or p value or F_{count} , if p value > 0.05 or $F_{count} > F_{table}$, then H_a is accepted, conversely if p value < 0.05 $F_{count} < F_{table}$, then H_a is rejected.

Tabel 2. Simultaneous Test ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1581.950	2	790.975	109.802	.000 ^b
	Residual	641.126	89	7.204		
	Total	2223.076	91			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Promotion, Total E-Service Quality

Based on the data in the table, it shows that the F_{count} value is 109.802 with a significance level of 0.000. Meanwhile, the F_{table} value is at a significant level ($\alpha = 0.05$) is 3.09 where ($F_{count} > F_{table}$) so that $109.802 > 3.09$ and the sig value < 0.05 ($0.000 < 0.05$). Thus, simultaneously there is an influence significant relationship between e-service quality, promotion and customer satisfaction through PLN Mobile PT PLN (Persero) Medan Region.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) test is used to measure proposals or percentage of the model's ability to explain the dependent variable. Coefficient determination ranges from zero to one ($0 < R^2 < 1$). If R^2 the greater it is (close to one), then it can be said that the influence of the independent variable (X) is large on the dependent variable (Y).

Table 3. Coefficient Determination (R^2)

Model Summary				
Model	R	R Square	AdjustedR Square	Std. Error of the Estimate
1	.844 ^a	.712	.705	2.68396

a. Predictors: (Constant), Total Promosi X2, Total *E-Service Quality* X1

b. Dependent Variable : Total Kepuasan Pelanggan Y

Based on the data in the table it can be explained as follows :

- The R Square value is 0.712 or 71.2%, meaning e-service quality, promotion make a contribution or contribution in explaining satisfaction customers via PLN Mobile for PT PLN (Persero) Medan Area customers amounted to 71.2% while the remaining 28.8% was influenced by other factors in outside research.
- The Adjusted R Square value is 0.705 or 70.5%, meaning e-service quality, promotion makes a contribution or contribution in explaining about customer satisfaction via PLN Mobile for PT PLN (Persero) customers Medan Region is 70.5% while the remaining 29.5% is influenced by factors other factors outside research.

CONCLUSION

Based on the result of research conducted by the author, the author can draw several conclusions.

- E-Service Quality partially has a positive and significant effect on customer satisfaction via PLN Mobile for PT PLN (Persero) customers Medan area.
- Promotion partially has a positive and significant effect on satisfaction customers via the PLN Mobile application for PT PLN (Persero) Medan Region.
- E-Service Quality and promotion simultaneously have a positive effect significant impact on customer satisfaction through the PLN Mobile application on PT PLN (Persero) Medan Region customers.
- Coefficient of determination R^2 of 0.712 or 71.2%, meaning that the distribution is The occurrence of customer satisfaction can be explained by 71.2% by e-service quality and promotion while the remaining 28.8% is outside the research.

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