PENGARUH KUALITAS PELAYANAN DAN KUALITAS SISTEM APLIKASI PLN MOBILE TERHADAP KEPUASAN PELANGGAN DI PT. PLN (PERSERO) UP3 MAKASSAR UTARA

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ABSTRAK

Perkembangan transformasi digital mendorong PT PLN (Persero) untuk meningkatkan kualitas pelayanan publik melalui pemanfaatan aplikasi PLN Mobile sebagai media layanan berbasis digital. Namun, dalam pelaksanaannya masih terdapat berbagai kendala yang berpotensi memengaruhi tingkat kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan terhadap kepuasan pelanggan, pengaruh kualitas sistem terhadap kepuasan pelanggan, serta pengaruh kualitas pelayanan dan kualitas sistem secara simultan terhadap kepuasan pelanggan pengguna aplikasi PLN Mobile pada PT PLN (Persero) UP3 Makassar Utara. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada pengguna PLN Mobile yang dianalisis menggunakan uji validitas, uji reliabilitas, serta analisis regresi linear berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan, kualitas sistem berpengaruh signifikan terhadap kepuasan pelanggan, serta kualitas pelayanan dan kualitas sistem secara simultan berpengaruh signifikan terhadap kepuasan pelanggan, sehingga peningkatan kualitas layanan dan optimalisasi kinerja sistem aplikasi PLN Mobile diharapkan mampu meningkatkan kepuasan dan kepercayaan pelanggan terhadap pelayanan publik berbasis digital.

Kata Kunci: Kualitas Pelayanan, Kualitas Sistem, PLN Mobile, Kepuasan Pelanggan, PLN UP3 Makassar Utara.

THE INFLUENCE OF SERVICE QUALITY AND APPLICATION SYSTEM QUALITY OF PLN MOBILE ON CUSTOMER SATISFACTION AT PT. PLN (PERSERO) UP3 NORTH MAKASSAR

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ABSTRACT

The development of digital transformation has encouraged PT PLN (Persero) to improve the quality of public services through the utilization of the PLN Mobile application as a digital-based service platform. However, in its implementation, several obstacles are still encountered that may affect customer satisfaction. This study aims to analyze the effect of service quality and system quality on user satisfaction with the PLN Mobile application at PT PLN (Persero) UP3 Makassar Utara. This research employs a quantitative approach using a survey method, with data collected through questionnaires distributed to PLN Mobile application users. Service quality is measured using the SERVQUAL dimensions, while system quality is analyzed based on the DeLone and McLean Model, which includes ease of use, system reliability, access speed, and system flexibility. Data analysis is conducted using SPSS software through validity tests, reliability tests, and linear regression analysis. The results indicate that service quality and system quality have a significant effect on user satisfaction with the PLN Mobile application. These findings suggest that improving service responsiveness, system reliability, and application usability can enhance customer satisfaction. Therefore, PT PLN (Persero) is expected to continuously improve its digital service quality to strengthen customer satisfaction and trust in application-based public services.

Keywords: *Service Quality, System Quality, PLN Mobile, Customer Satisfaction, PLN UP3 North Makassar.*