

## ABSTRAK

Arief Wicaksono. Analisis Kepuasan Pelanggan Terhadap Harga dan Kualitas Pelayanan Jasa PLN Energy Management Indonesia (EMI)

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Penelitian ini bertujuan menggambarkan persepsi pelanggan terhadap harga dan kualitas pelayanan serta tingkat kepuasan pelanggan pada jasa PLN Energy Management Indonesia (PLN EMI). Dalam industri jasa energi, kepuasan pelanggan menjadi indikator penting untuk menjaga keberlangsungan hubungan bisnis. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan pengumpulan data melalui kuesioner skala Likert lima tingkat kepada 21 responden yang dipilih secara *purposive*. Mayoritas responden merupakan pengguna layanan REC (95,2%) dengan posisi manajerial (61,9%). Analisis dilakukan menggunakan nilai rata-rata dan persentase. Hasil penelitian menunjukkan kualitas pelayanan berada pada kategori baik dengan nilai rata-rata 4,20, di mana dimensi *responsiveness* tertinggi (4,37) dan *tangibles* terendah (3,99). Persepsi harga juga tergolong baik dengan rata-rata 4,08, menunjukkan pelanggan menilai harga wajar dan sesuai manfaat layanan. Secara keseluruhan tingkat kepuasan pelanggan berada pada kategori baik dengan nilai 4,15. Temuan ini menunjukkan bahwa pelayanan yang responsif serta kebijakan harga yang jelas telah memenuhi harapan pelanggan. Perusahaan disarankan meningkatkan aspek fasilitas fisik dan dokumentasi layanan untuk mendukung peningkatan kepuasan di masa mendatang.

**Kata Kunci:** Kepuasan Pelanggan, Harga, Kualitas Pelayanan, Jasa Energi, PLN EMI.

## **ABSTRACT**

*Arief Wicaksono. Analysis of Customer Satisfaction with Price and Service Quality of PLN Energy Management Indonesia (EMI)*

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*This research examines how customers perceive pricing and service quality and how these factors relate to their satisfaction with services provided by PLN Energy Management Indonesia (PLN EMI). Within energy service businesses, maintaining customer satisfaction is essential for long-term partnerships. A descriptive quantitative method was applied using a five-point Likert questionnaire distributed to 21 purposively selected respondents, most of whom were REC service users (95.2%) holding managerial roles (61.9%). Data were summarized using mean scores and percentage distribution. The findings indicate that overall service quality is rated good (mean 4.20), with responsiveness receiving the highest evaluation (4.37) and tangibles the lowest (3.99), though still positive. Price perception is also considered good (mean 4.08), suggesting customers view the pricing as reasonable and aligned with service benefits. The overall satisfaction score reached 4.15, indicating favorable customer experience. These results imply that responsive service delivery and transparent pricing have largely fulfilled customer expectations. Future improvements should focus on enhancing physical facilities and service documentation to further strengthen satisfaction.*

*Keywords: Customer Satisfaction, Price, Service Quality, Energy Services, PLN EMI.*