

## **RINGKASAN**

### **Pengaruh Kualitas Pelayanan dan Citra terhadap Kepuasan Pelanggan PT. PLN Batam “**

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Kualitas pelayanan dapat diketahui dengan cara membandingkan persepsi pelanggan atas pelayanan yang diperoleh/diterima secara nyata oleh mereka dengan pelayanan yang sesungguhnya diharapkan dan jika kenyataan lebih dari yang diharapkan, maka pelayanan dapat dikatakan bermutu sebaliknya jika kenyataan kurang dari yang diharapkan maka pelayanan dapat dikatakan kurang memuaskan. Apabila kenyataan sama dengan harapan, maka kualitas pelayanan disebut memuaskan.

Citra perusahaan merupakan kesan, perasaan, dan gambaran dari pelanggan terhadap perusahaan yang dapat membentuk opini publik yang lebih luas dan abstrak.

Kepuasan pelanggan merupakan persepsi pelanggan terhadap kinerja suatu perusahaan. Artinya sangat terkait dengan penilaian antara harapan prapembelian dengan kinerja yang dirasakan pada purnapembelian dari produk/jasa yang bersangkutan.

Pada dasarnya tujuan dari suatu bisnis adalah untuk menciptakan para pelanggan yang puas.

Kepuasan pelanggan bersifat dinamis. Oleh karena itu, tantangan besar bagi setiap organisasi adalah mencari terobosan agar dapat mewujudkan

kepuasan pelanggan secara konsisten kepada para pelanggannya sedemikian rupa sehingga tetap cost effectif bagi perusahaan.

Studi ini bertujuan untuk menganalisa pengaruh kualitas pelayanan dan citra PT. PLN Batam terhadap kepuasan pelanggan.

Studi dilaksanakan di Kota Batam dan metoda penelitian yang digunakan adalah metode survey dengan responden penelitian adalah rumah-rumah tangga sebagai pelanggan PT. PLN berjumlah 208 responden, yang dipilih berdasarkan tehnik twostage random sampling. Instrumen yang digunakan adalah questioner

Untuk melakukan analisis model di atas, digunakan metode *Structural Equation Modeling (SEM)*. Pemodelan SEM merupakan penggabungan dari model analisis jalur (*path analysis*) dan model pengukuran (*measurement model*) yaitu analisis konfirmasi factor (*confirmatory factor analysis*). Dengan analisis model SEM juga dikonfirmasi variable-variabel indikator pembentuk variable laten, demikian juga ingin dilihat pengaruh dari variable independent (baik bersifat endogen maupun eksogen) terhadap variable dependen, ataupun pengaruh dari variable eksogen terhadap variable endogen. Metode SEM juga mengandung 2 aspek penting yaitu : proses yang dikaji yang ditampilkan dalam bentuk persamaan structural (regresi) dan relasi structural dari persamaan yang dapat dibuat model secara visual, sehingga memudahkan konseptualisasi suatu teori yang akan dikaji.

Dari hasil uji statistic, diperoleh hasil sebagai berikut :

#### 1. Hasil Pengukuran untuk Variabel laten Eksogen Kualitas Pelayanan.

Tampak bahwa nilai  $t$  semua item pertanyaan yang merupakan indikator dari variable laten dapat dinyatakan valid dan reliable, sehingga semua model pengukuran variable laten yang diukur secara tidak langsung melalui indikator manifestnya bagus dan semua bernilai positif.

Dari *Standardized Model* dapat diketahui validitas dan reliabilitas pengukuran. Validitas dinyatakan dengan factor loadingnya, yaitu Lamda  $X1-1 = 0,77$ ,  $X1-2 = 0,81$ ,  $X1-3 = 0,82$ ,  $X1-4 = 0,87$ ,  $X1-5 = 0,75$ , masing-masing dengan Delta  $X1-1=0,60$ ,  $X1-2=0,66$ ,  $X1-3=0,67$ ,  $X1-4=0,76$ ,  $X1-5=0,56$ . Semakin besar Lamda ( $> 0,75$ ) dan semakin kecil Delta semakin bagus konstruksinya. Perhitungan terhadap reliabilitas konstruk menghasilkan koefisien reliabilitas 0,929.

## 2. Hasil pengukuran untuk variable eksogen Citra.

Indikator dari variable laten citra dikatakan signifikan apabila  $t > 2$ . Estimasi parameter/indikator tampak bahwa nilai  $t$  semua indikator positif dan signifikan, sehingga semua model pengukuran variable laten yang diukur secara tidak langsung melalui indikator manifestnya bagus.

Dari *standardized model* dapat diketahui validitas dan reliabilitas pengukuran. Validitas diukur dengan factor loadingnya, yaitu Lamda  $X2-1 = 0,55$ ,  $X2-2 = 0,70$ ,  $X2-3 = 0,67$ ,  $X2-4 = 0,67$ ,  $X2-5 = 0,73$ ,  $X2-6 = 0,67$ ,  $X2-7 = 0,64$ ,  $X2-8 = 0,76$ , dan  $X2-9 = 0,80$ , dengan masing-masing Delta  $X2-1=0,31$ ,  $X2-2=0,49$ ,  $X2-3=0,44$ ,  $X2-4=0,45$ ,  $X2-5=0,53$ ,  $X2-6=0,45$ ,  $X2-7=0,41$ ,  $X2-8=0,58$ ,  $X2-9=0,64$ .

Dari hasil perhitungan atau uji statistik tersebut didapat bahwa Lamda lebih besar dari Delta, maka konstruknya dapat dikatakan bagus. Perhitungan terhadap reliabilitas konstruk menghasilkan koefisien reliabilitas 0,912.

### 3. Pengaruh Kualitas Pelayanan terhadap Citra.

Dari hasil uji statistik diketahui pengaruh langsung (direct effect) Kualitas Pelayanan terhadap Citra adalah sebesar 0,752. Hal ini membuktikan adanya hubungan signifikan dan langsung antara Kualitas Pelayanan dengan Citra.

### 4. Pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan.

Hasil uji statistik diketahui pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan dapat dilakukan melalui 2 jalur. Jalur pertama adalah Pengaruh langsung (direct effect) Kualitas Pelayanan terhadap Kepuasan Pelanggan sebesar 0,202. Jalur kedua adalah pengaruh tidak langsung (indirect effect) Kualitas Pelayanan terhadap Kepuasan Pelanggan melalui Citra sebesar 0,479. Jadi total pengaruh (total effect) Kualitas Pelayanan terhadap Kepuasan Pelanggan pada studi ini adalah sebesar 0,681.

### 5. Pengaruh Citra terhadap Kepuasan Pelanggan.

Hasil uji statistik diketahui pengaruh Citra terhadap Kepuasan Pelanggan adalah sebesar 0,637.. Hal ini membuktikan adanya hubungan signifikan dan langsung antara Citra dengan Kepuasan Pelanggan.

6. Ternyata Pengaruh langsung Citra terhadap Kepuasan Pelanggan lebih besar dari pengaruh langsung Kualitas Pelayanan terhadap Kepuasan Pelanggan, namun apabila total pengaruh dibandingkan maka pengaruh Kualitas Pelayanan terhadap Kepuasan Pelanggan yang lebih besar.

## **SUMMARY**

### **The Effect of Service Quality and Image on the Customer Satisfaction of PT. PLN Batam**

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A service quality can be recognized by comparing the customers' perception on service they actually receive and service they expect to receive. When they receive more than they expect, then such a service can be considered as the quality service or the service may be satisfied. On the contrary, when they receive less than they expect, the service may be less satisfied. If the reality is equal to the customer expectation, then service quality can be said as satisfied service.

A corporate image represents the customers' impression, feeling and description on a company that can shape the public opinion in more broad and abstract manner.

A satisfaction is the customers' perception of the company performance. That is, prepurchasing expectation is closely correlated with the performance they perceive after purchasing product.

In essence, any business wants to create the satisfied customers.

The customer satisfaction may be dynamic in nature. Therefore, a big challenge that every organization deals with is how it searches for some breakthrough in order that it can accomplish the customer satisfaction consistently in such a way so that this remains cost effective for the company.

The objective of this study was to analyze an effect of the service quality and corporate image of PT. PLN Batam on the customer satisfaction.

The study was organized at Batam City and employed survey method. The respondents were including some households that became customers of PT. PLN Batam. In this case, 208 respondents were recruited by the two stage random sampling technique. The data were collected through questionnaire.

The data were analyzed making the use of Structural Equation Modeling (SEM). The SEM modeling represented a combination of the path analytical model and the measurement model of so-called confirmatory factor analysis. The indicator variables making up the latent variable was confirmed through SEM analysis. Similarly, the effect of independent variable (both exogenous and endogenous) on the dependent variable would be investigated in the research. SEM method consisted of two important aspects: a process to be studied would be presented in the form of structural equation (regression) and structural relation of the equation that could be made as visual model. Consequently, theory that would be studied can be conceptualized easily.

From the statistical test, the results appeared as follows:

1. Results of measurement for exogenous latent variable of service quality.

It was found that t value of all question items that represented an indicator of latent variable was valid and reliable. Thus, all measurement model of latent variable that was measured indirectly through indicator had good manifestation and positive values.

A validity and reliability of the measurement could be seen by the Standardized Model. The validity was stated by its factor loading, namely  $\text{Lambda } X1-1 = 0.77$ ,  $X1-2 = 0.81$ ,  $X1-3 = 0.82$ ,  $X1-4 = 0.87$ ,  $X1-5 = 0.75$  and each with  $\text{Delta } X1-1 = 0.60$ ,  $X1-2 = 0.66$ ,  $X1-3 = 0.67$ ,  $X1-4 = 0.76$ ,  $X1-5 = 0.56$ . The larger Lambda ( $> 0.75$ ) was and the smaller Delta was, then the better construct would be. The calculation of construct reliability produced reliability coefficient of 0.929.

2. Results of measurement for exogenous variable of corporate image.

An indicator of latent variable of corporate image could be said as significant when  $t > 2$ . Parameter/indicator estimation showed that t value of all indicators was positive and significant. Thus, all measurement models of latent variable that was measured indirectly through indicator had good manifestation.

A validity and reliability of the measurement could be seen by the Standardized Model. The validity was measured by its factor loading, namely  $\text{Lambda } X2-1 = 0.55$ ,  $X2-2 = 0.70$ ,  $X2-3 = 0.67$ ,  $X2-4 = 0.67$ ,  $X2-5 = 0.73$ ,  $X2-6$

= 0.67, X2-7 = 0.64, X2-8 = 0.76, and X2-9 = 0.80 and each with Delta X2-1 = 0.31, X2-2 = 0.49, X2-3 = 0.44, X2-4 = 0.45, X2-5 = 0.53, X2-6 = 0.45, X2-7 = 0.41, X2-8 = 0.58, X2-9 = 0.64.

From the calculation results or statistical test, it was found that the Lambda was larger than Delta. Hence, the construct was good enough. The calculation of construct reliability produced coefficient reliability of 0.912.

3. The effect of service quality on the corporate image.

From the statistical test, it was suggested that the service quality produced a direct effect on the corporate image of 0.752. This indicated that the service quality and the corporate image were directly and significantly correlated.

4. The effect of service quality on the customer satisfaction.

The results of statistical analysis showed that the service quality produced an effect on the customer satisfaction through two paths. The first path was a direct effect of the service quality on the customer satisfaction of 0.202. The second path was an indirect effect of the service quality on the customer satisfaction through corporate image of 0.479. Thus, total effect of the service quality on the customer satisfaction in this study would be 0.681.

5. The effect of corporate image on the customer satisfaction.

The results of statistical analysis showed that the corporate image influenced the customer satisfaction of 0.637. This demonstrated that the corporate image and customer satisfaction were directly and significantly correlated.

6. In fact, the direct effect of the image on the customer satisfaction was larger than that of the service quality on the customer satisfaction. However, if total effects were compared, then the effect of service quality on the customer satisfaction would be larger.



## ABSTRACT

### **The Effect of Service Quality and Corporate Image on the Customer Satisfaction of PT. PLN Batam**

The purpose of this study was to study and analyze the effect of service quality and corporate image on the customer satisfaction of PT. PLN Batam. The independent variable was the service quality and corporate image, and the dependent variable was the customer satisfaction.

The study constituted an observational research. When viewed from its data collection, this study was survey research where the sample data became a part of population. From its data analysis, the study was analytical in nature. The data were collected by questionnaire.

The population of the study included some households who became customers of PT. PLN Batam and 2 percentages of 103,498 respondents, namely 208 respondents were taken as sample for this study. The study employed two stage random sampling.

The data were analyzed using Structural Equation Model (SEM). The model represented a combination of the path analytical model and measurement model of so-called confirmatory factor analysis. The indicator variables making up the latent variable was confirmed through SEM analysis. Similarly, the effect of independent variable on the dependent variable would be investigated in the research. Statistical test of the research was done by the computer-based AMOS 4.01 application.

From the statistical test, it was found that the service quality directly and significantly influenced the customer satisfaction of 0.202. In addition, the service quality produced an indirect effect namely through the corporate image on the customer satisfaction of 0.479. Furthermore, the corporate image was directly and significantly correlated with the customer satisfaction of 0.637.

Analysis of the study showed that the customer satisfaction could be accomplished through two alternative paths. The first path was through a direct effect of the service quality on the customer satisfaction (0.202) and the second path was through an indirect effect of the (through corporate image) service quality on the customer satisfaction (0.681). It was also recognized that the service quality produced the most dominant effect on the customer satisfaction.

**Key words:** Service quality, corporate image, customer satisfaction