



















significant effect on sales of electrical energy at PLN Bombana Area.

### **Testing of Hypothesis 2**

From Table 4 above, it can be seen that the original sample estimate value of service quality on sales of electrical energy is 0.897 with a significant p-value of 0.000 which is smaller than 0.05 and is indicated by a t-statistic value of 11.983 which is greater than the t-table value of 1,990. The positive original sample estimate value indicates that service quality has a positive effect on sales of electrical energy. Based on the test results, it can be concluded that the second hypothesis is accepted. Service quality has a positive and significant effect on sales of electrical energy at PLN Bombana Area.

### **Testing of Hypothesis 3**

From Table 5.6 above, it can be seen that the original sample estimate of electricity tariffs on customer satisfaction is -0.357 with a significant p-value of 0.000 which is smaller than 0.05 and is indicated by a t-statistic value of 5.653 which is greater than the t-table value of 1,990. The negative original sample estimate value indicates that the electricity tariff has a negative effect on customer satisfaction. Based on the test results, it can be concluded that the third hypothesis is accepted. Electricity tariffs hurts customer satisfaction at PLN Bombana Area.

### **Testing of Hypothesis 4**

From Table 5.6 above, it can be seen that the original sample estimate value of service quality on customer satisfaction is 0.648 with a significant p-value of 0.000 which is smaller than 0.05 and is indicated by a t-statistic value of 11.559 which is greater than the t-table value of 1,990. The positive original sample estimate value indicates that service quality has a positive effect on customer satisfaction. Based on the test results, it can be concluded that the fourth hypothesis is accepted. Service quality has a positive and significant effect on customer satisfaction in PLN Bombana Area.

### **Testing of Hypothesis 5**

From Table 5.6 above, it can be seen that the original sample estimate of customer satisfaction with electrical energy sales is 0.341 with a significant p-value of 0.000 which is smaller than 0.05 and is indicated by a t-statistic value of 4.238 which is greater than the t-table value of 1,990. The positive original sample estimate value indicates that customer satisfaction has a positive effect on sales of electrical energy. Based on the test results, it can be concluded that the fifth hypothesis is accepted. Customer satisfaction has a positive and significant effect on sales of electrical energy at PLN Bombana Area.

## **Discussion**

### **The Effect of Electricity Tariffs on Sales of Electrical Energy at PLN Bombana Area**

Electricity tariffs based on the results of this study have a positive and significant impact on sales of electrical energy. This is by the results of research from Karlina (2010) which states that price has a positive and significant effect on sales volume. This increase in electricity rates at PLN Bombana Area does not reduce customer electricity consumption, this can indicate that changes in electricity rates that occur are still accessible to the public. The increase in electricity rates does not make people reduce their electricity consumption, and vice versa when electricity rates decrease.

This can happen because the composition of the sales of PLN Bombana Area is mostly contributed by household customers whose daily lives depend on electricity. It can be different if the composition of industrial customers is the majority because the industry will be very affected if there is a change in electricity rates according to the capital owned. The factor of the absence of a commensurate competitor from PLN Bombana Area is certainly very decisive in influencing the purchase decision or use of electrical energy by customers. So, regardless of the price set by the government, people will still use PLN electricity without any other comparable options.

### **The Effect of Service Quality on Sales of Electrical Energy at PLN Bombana Area**

Service quality has a positive and significant impact on sales of electrical energy. It can be concluded that if the quality of service increases, it will cause a significant increase in sales of electrical energy at PLN Bombana Area. The results of this study are supported by research conducted by Iranita (2011) which found that service quality has a positive and significant effect on sales. PLN sales will increase if the quality of service provided by PLN Bombana Area is perfect. It can be concluded that sales are highly dependent on the quality of service provided by PLN. Improving service quality is the most important thing because service quality has a strong influence on competitive advantage through company characteristics. With a good service process, customers will be satisfied with the services provided.

### **The Effect of Electricity Tariffs on Customer Satisfaction at PLN Bombana Area**

Electricity tariffs have a negative and significant effect on customer satisfaction. It concludes that if electricity tariffs increase, it will cause a significant decrease in customer satisfaction in PLN Bombana Area. This research is supported by research conducted by Qorih (2016) which shows that the condition of service quality and tariffs on customer satisfaction is strong and good. The impact of service quality on customer satisfaction is partially positive and significant. The impact of tariffs on customer satisfaction partially has a negative and significant effect. The impact of service quality and tariffs on customer satisfaction simultaneously has a significant effect.

### **The Effect of Service Quality on Customer Satisfaction at PLN Bombana Area**

Service quality has a positive and significant influence on customer satisfaction. This means that if the service quality is not good, then it causes a significant decrease in customer satisfaction at PLN Bombana Area. This study is supported by research conducted by Daryoso (2014) which found that service quality has a positive and significant effect on satisfaction. PT. PLN (Persero) has certain standards to improve service quality to increase customer satisfaction. This is by the vision and mission of PT. PLN (Persero) prioritizes customer satisfaction and prioritizes a culture of integrity through transparent, fast, complete, and integrity services, and always improves service quality to increase customer satisfaction.

### **The Effect of Customer Satisfaction on Sales of Electrical Energy at PLN Bombana Area**

Customer satisfaction has a positive and significant influence on sales of electrical energy. It can be concluded that if customer satisfaction increases, then it causes an increase in sales of electrical energy at PLN Bombana. The results of this study are supported by research by Iranita (2011) which also concludes that customer satisfaction has a positive and significant effect on sales. The results of this study indicate that customer satisfaction has a positive and significant effect on the sales value of electrical energy. According to the researcher's assumptions, this happens because if someone is satisfied with what he gets, then of course it will increase in demand for what he has felt. Likewise, the state of electricity sales in the Bombana Area shows an increase in sales from year to year.

### **Research Limitations**

The limitations of this study include:

- 1) This study uses secondary data, so some of the limitations and weaknesses include:
  - a. The variables taken by the researcher depend on the available data, making it difficult for researchers to develop variables.
  - b. The completeness, accuracy, and correctness of the analyzed data depend on the availability of secondary data, in this case, it is very dependent on the role of the party surveying conducting investigations, concluding, and recording.
  - c. The data used may contain errors in entering data in the form of numbers.
- 2) The research period used was only 5 years of observation, namely from 2015 to 2019. In this period, there were several adjustments to electricity rates by the government.

- 3) The research location of the PLN Bombana Area certainly has its characteristics so that it can be different from other PLN areas throughout Indonesia. PLN areas, which have isolated electrical characteristics, rely on PLTD, and coastal areas with coconut trees such as PLN Bombana Area are generally found in the archipelago and eastern Indonesia.

## **Conclusions and suggestions**

### **Conclusion**

Based on the results of research on the effect of electricity tariffs and service quality on customer satisfaction and sales of electrical energy PT. PLN (Persero) Bombana Area, the following conclusions can be drawn:

- 1) Electricity tariffs have a positive and significant impact on the sales value of electrical energy. This concludes that if electricity tariffs increase, it will also lead to an increase in sales of electrical energy at PLN Bombana Area.
- 2) Service quality has a positive and significant impact on sales of electrical energy. This means that if the quality of service increases, it will cause a significant increase in sales of electrical energy at PLN Bombana Area.
- 3) Electricity tariffs have a negative and significant effect on customer satisfaction. This happens because PLN Bombana customers are very concerned about the expenses incurred when paying electricity bills or buying electricity tokens.
- 4) Service quality has a positive and significant influence on customer satisfaction. This means that if the service quality is not good, then it causes a significant decrease in customer satisfaction at PLN Bombana Area.
- 5) Customer satisfaction has a positive and significant influence on sales of electrical energy. Increased customer satisfaction makes customers feel comfortable and trust PLN so they don't hesitate to increase their electricity consumption.

### **Suggestion**

According to the research results, here are some inputs for PT. PLN (Persero) in general and in particular Bombana Area:

- 1) PLN must be more careful in providing performance targets (KPI) to its units, this is due to many factors beyond PLN's control that can affect the realization of sales value and customer satisfaction.
- 2) PLN of Bombana Area must improve the quality of its services to customers because the results of the study conclude that service quality has a positive and significant effect on sales value and customer satisfaction.

### **Suggestions for Further Research**

There are several suggestions for improving future research. These suggestions include the following:

- a. Due to the limitations of this study, namely the variables taken by the researchers depended on the available data, making it difficult for researchers to develop variables, the researchers suggested to further researchers to conduct research with more other variables that are thought to affect sales and customer satisfaction.
- b. The research period used was only 4 years of observation, namely 2015 to 2019. During this period, there were several adjustments to electricity rates by the government. Therefore, the researcher suggests to the next researcher to conduct research with a longer observation period to get a broader picture.

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