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Table-5: F-Statistic Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	11941,303	9	1326,811	1311,022	.000 ^b
Residual	394,697	390	1,012		
Total	12336,000	399			

Source : Primary Data Processed, 2022

a. Dependent Variable: Kepuasan Pelanggan (Y)

b. Predictors: (Constant), Experience (X9), Privacy (X5), System Availability (X4), Design Aplikasi (X2), Responsiveness (X6), Easy of Use (X1), Trust (X8), Reliability (X3), Empathy (X7)

Based on the above output known F-count value is 1311.022 with a significance level of 0.00. Because the probability is 0.000, together the independent variables or the quality of E-Service Quality have an effect on the dependent variable or Customer Satisfaction.

Table-6: Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984 ^a	.968	.967	1,006

Source : Primary Data Processed, 2022

a. Predictors: (Constant), Experience (X9), Privacy (X5), System Availability (X4), Design Aplikasi (X2), Responsiveness (X6), Easy of Use (X1), Trust (X8), Reliability (X3), Empathy (X7)

Based on the above output known R Square value is 0.968 or in other words 96.8%. That is, the research model is able to explain the change in customer satisfaction by 96.8%, while the remaining 3.2% is explained by other factors.

The Results of Research Hypothesis

Based on the research results, the hypothesis can be described as follows:

Table-7: Hypothesis Results

Hypothesis		Conclusion
H ₁	Ease of use is positively and significantly related to customer perceptions of the quality of electronic services.	Hypothesis accepted
H ₂	Website design is positively and significantly related to customer perceptions of electronic service quality.	Hypothesis rejected
H ₃	Reliability is positively and significantly related to customer perceptions of the quality of electronic services.	Hypothesis accepted
H ₄	System availability is positively and significantly related to customer perceptions of electronic service quality.	Hypothesis rejected

Hypothesis		Conclusion
H ₅	Privacy is positively and significantly related to customer perceptions of the quality of electronic services.	Hypothesis accepted
H ₆	Responsiveness has a positive and significant relationship with customer perceptions of electronic service quality.	Hypothesis rejected
H ₇	Empathy is positively and significantly related to customer perceptions of electronic service quality.	Hypothesis rejected
H ₈	Experience is positively and significantly related to customer perceptions of electronic service quality.	Hypothesis accepted
H ₉	Trust is positively and significantly related to customer perceptions of the quality of electronic services	Hypothesis accepted
H ₁₀	Service quality has a positive and significant relationship with customer satisfaction simultaneously.	Hypothesis accepted

Source: Primary Data Processed, 2021

DISCUSSION

1) The Effect of Ease of Use on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit

Based on the output of multiple linear regression test known significance value for the effect of Ease of Use (X1) on Customer Satisfaction (Y) is $0.000 < 0.05$. This means there is an effect between the qualities of the Ease of Use to Customer Satisfaction. Thus, it can be concluded that the quality of the Ease of Use has a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

2) The Effect of Design Application on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit

Based on the output of multiple linear regression test known significance value for the effect of Design Application (X2) on Customer Satisfaction (Y) is $0.442 > 0.05$. This means there is an no effect between the qualities of the Design Application to Customer Satisfaction. Thus, it can be concluded that the quality of the Design Application has no a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

3) The Effect of Reliability on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

Based on the output of multiple linear regression test known significance value for the effect of Reliability (X3) on Customer Satisfaction (Y) is $0.000 < 0.05$. This means there is an effect between the qualities of the Reliability to Customer Satisfaction. Thus, it can be concluded that the quality of the Reliability has a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

4) The Effect of System Availability on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit

Based on the output of multiple linear regression test known significance value for the effect of System Availability (X4) on Customer Satisfaction (Y) is $0.715 > 0.05$. This means there is an no effect between the qualities of the System Availability to Customer Satisfaction. Thus, it can be concluded that the quality of the System Availability has no a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

5) The Effect of Privacy on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit

Based on the output of multiple linear regression test known significance value for the effect of Privacy (X5) on Customer Satisfaction (Y) is $0.000 < 0.05$. This means there is an effect between the qualities of the Privacy to Customer Satisfaction. Thus, it can be concluded that the quality of the Privacy has a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

6) The Effect of Responsiveness on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit

Based on the output of multiple linear regression test known significance value for the effect of Responsiveness (X6) on Customer Satisfaction (Y) is $0.12 > 0.05$. This means there is an no effect between the qualities of the Responsiveness to Customer Satisfaction. Thus, it can be concluded that the quality of the Responsiveness has no a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

7) The Effect of Empathy on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit

Based on the output of multiple linear regression test known significance value for the effect of Empathy (X7) on Customer Satisfaction (Y) is $0.12 > 0.05$. This means there is an no effect between the qualities of the Empathy to Customer Satisfaction. Thus, it can be concluded that the quality of the Empathy has no a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

8) The Effect of Trust on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit

Based on the output of multiple linear regression test known significance value for the effect of Trust (X8) on Customer Satisfaction (Y) is $0.000 < 0.05$. This means there is an effect between the qualities of the Trust to Customer Satisfaction. Thus, it can be concluded that the quality of the Trust has a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

9) The Effect of Experience on Customer Satisfaction at PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit

Based on the output of multiple linear regression test known significance value for the effect of Experience (X9) on Customer Satisfaction (Y) is $0.000 < 0.05$. This means there is an effect between the qualities of the Experience to Customer Satisfaction. Thus, it can be concluded that the quality of the Experience has a positive and significant effect on the Consumer Satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit.

CONCLUSION

1. Based on the results of data analysis tests that have been conducted, it is concluded that there is a significant influence between the quality of ease of use to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.000 < 0.05$.
2. Based on the results of data analysis tests that have been conducted, it is concluded that there is no a significant influence between the quality of design application to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.442 > 0.05$.
3. Based on the results of data analysis tests that have been conducted, it is concluded that there is a significant influence between the quality of reliability to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.000 < 0.05$.
4. Based on the results of data analysis tests that have been conducted, it is concluded that there is no a significant influence between the quality of system availability to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.715 > 0.05$.
5. Based on the results of data analysis tests that have been conducted, it is concluded that there is a significant influence between the quality of privacy to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.000 < 0.05$.
6. Based on the results of data analysis tests that have been conducted, it is concluded that there is no a significant influence between the quality of responsiveness to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.12 > 0.05$.
7. Based on the results of data analysis tests that have been conducted, it is concluded that there is no a significant influence between the quality of empathy to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.32 > 0.05$.
8. Based on the results of data analysis tests that have been conducted, it is concluded that there is a significant influence between the quality of trust to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.000 < 0.05$.
9. Based on the results of data analysis tests that have been conducted, it is concluded that there is a significant influence between the quality of experience to the customer satisfaction of PT. PLN (Persero) South Southeast West Sulawesi Regional Head Unit, it is evidenced by the significance value of $0.000 < 0.05$.

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