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The Effect of Service Quality on Customer Satisfaction

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Abstract

This study examines the effect of service quality consisting of physical evidence, reliability, responsiveness, assurance, and empathy on customer satisfaction either partially or simultaneously at PT PLN (Persero) ULP Patangkai. This research method uses quantitative methods. This research data was obtained from a questionnaire (primary) by taking respondents as many as 100 consumers who use electricity services from PT PLN ULP Patangkai. The data analysis used in this research is descriptive, multiple linear regression using SPSS, which uses validity, reliability, coefficient of determination, and partial and simultaneous tests. On the results of the validity and reliability test, all statements in the questionnaire are declared valid and reliable to be included in the next test. The results showed that the variables of physical/tangible evidence, care, and assurance/assurance had a positive and significant effect on customer satisfaction. Meanwhile, reliability and responsiveness have a positive but insignificant effect on customer satisfaction. The assurance variable is the most dominant variable affecting customer satisfaction because it has the highest coefficient value.



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Introduction

Marketing is an economic activity experiencing definite development concerning the economic and cultural development of the community. The need for marketing arises and grows when the economy of a society develops from an agrarian economy and individual self-sufficiency toward an economy that relies on a system of division of labor, industrialization, and urbanization (Rosalia & Purnawati, 2018). Along with the increase in people's welfare, the consumption of goods other than basic needs such as food, clothing, and housing, is also increasing. Likewise, the need to consume service products arises from the community's need to increase comfort and satisfaction. We know this as the "Great Leap Forward," or extraordinary progress in the service world (Akbar & Arifin, 2016).

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Companies that want to grow and always survive must be able to provide customers with goods and services of better quality, competitive prices, faster delivery, and better service than competitors. To meet customer satisfaction in the service industry, the company must manage the quality of service well. Service quality is the expected level of excellence and control over the level of excellence to meet customer desires (Istiatin, 2015) . Of course, anyone involved in the business is responsible for customer satisfaction. If top management has never met with customers, customers will still know the contribution of top management through the products they consume or the services they use (Amalia et al., 2017) .

In this era of globalization, business competition is very sharp, both in the domestic (national) market and in the international/global market. To win the competition, companies must be able to satisfy their customers. Products with poor quality, high prices, and slow delivery can make customers dissatisfied, although to different degrees (Sasongko, 2013) . In line with globalization, many developments and changes occur. The business world, which used to be colored by seller's markers, has now turned into the buyer's market. One of the four essential changes that lead to a stronger market position namely increasingly fierce business competition. Competition between companies will never end. One with the other will consistently outperform. For that, every company must have a unique competitive advantage (Tjiptono, 2019) .

This modern era requires State-Owned Enterprises (BUMN) to improve services professionally following their respective fields. Changes in technology and the rapid flow of information have encouraged companies to produce products or services that can meet the needs and desires of consumers so that consumers are satisfied with what they have received from the company (Nanincova, 2019) . There are many ways that companies can meet consumers' needs and desires, one of which is by giving a good impression/image in terms of products and services to consumers (Huang et al., 2019; Lubis & Andayani, 2017) .

State-Owned Enterprises (BUMN) in Indonesia are very influential in the development of the business world and society in running their business because most of these state-owned companies have monopolized several business fields that regulate the lives and needs of many people (Angely et al., 2019) . Therefore, in regulating and running their business, BUMN is regulated and managed by the government because it is closely related to the fate of the Indonesian people. These State-Owned Enterprises are expected to be able to meet the needs and desires of the business world in general and society in particular and must be able to maintain a good image in the eyes of the public (Kurniasari & Sugiyanto, 2020) .

PT. PLN (Persero) is one of the State-Owned Companies that provide services to prospective customers and the public in providing services related to the sale of electricity, the only one in Indonesia. The increasing electricity demand is increasing rapidly, especially the need for industry, and is accompanied by a higher standard of community satisfaction due to the increasing incomes of advanced and modern people (Rahman, 2019). Service is an essential element in increasing customer satisfaction. This service position is a supporting factor for the marketing activities of PT. PLN (Persero). In order to improve the service of providing electricity by PT. PLN (Persero) to the public in general and customers in particular, then based on the Constitution of the Republic of Indonesia No. 30 of 2009 concerning electricity that electric power has a significant and strategic role in realizing

national development goals (Siregar & Putri, 2020). The state controls the business of providing electricity, and its supply needs to be continuously improved in line with development developments so that electricity is available in sufficient, equitable, and quality quantities. For that, PT. PLN (Persero) pays special attention to service activities in terms of fulfilling customer needs so that in its implementation, it can satisfy customers (Randa, 2020).

PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone is a government company that serves the public interest and is engaged in electricity bill payment services, new installation services and power changes, customer complaints regarding meter readings, etc. For the sake of the distribution of electricity, a connecting means is needed in the form of a transmission line, while the services provided are in the form of electric power. PT. PLN (Persero) carries out development activities in all fields to improve the community's welfare, especially in the electricity sector. Therefore, it becomes a good motivation if the government further enhances the company's development, especially from service to consumer satisfaction (Bandu, 2013). Realizing this, it appears how important it is to understand the factors that can influence customer satisfaction in achieving marketing success, namely: Tangible dimension or direct evidence, which includes the appearance of the building, building interior and employee appearance, the dimension of reliability or reliability which includes the ability to provide the best services, the dimension of responsiveness or responsiveness which includes the willingness of employees to help consumers and provide prompt service, the dimension of assurance or assurance which includes the courtesy of employees and their ability to arouse a sense of trust and trust in consumers, as well as the dimensions of empathy, which includes a sense of personal care and attention given to consumers (Risdah, 2019; Tjiptono, 2019) .

Theoretical Framework and Hypotheses

According to Tjiptono (2014) , service marketing can be identified separately, intangible, and offered to meet needs. Services can be produced using tangible or intangible objects. Meanwhile, according to Lupiyoadi (2006) , service marketing is a total system of business activities designed to plan, set prices, promote and distribute products, services, and ideas that can satisfy the target market's desires in order to achieve organizational goals. There are five main characteristics of services for their first buyers (Tjiptono, 2019) , namely: 1. Intangibility (intangible). Services are different from goods. If the item is an object, tool, or object, service is an act, action, experience, process, performance (performance), or effort. Therefore, services cannot be seen, tasted, smelled, heard, or touched before being bought and consumed. 2. Inseparability (cannot be separated). Goods can be produced, then sold, then consumed. While services are generally sold first, then produced and consumed at the same time and place. 3. Variability/Heterogeneity (changeable). Services are variable because they are non-standardized outputs, meaning that there are many variations in form, quality, and type depending on who, when, and where the service is produced. This is because services involve the human element in the production and consumption processes which tend to be unpredictable and inconsistent in terms of attitudes and behavior. 4. Perishability (not durable). Services are not durable and cannot be stored. 5. Lack of ownership is the fundamental difference between services and goods. In purchasing goods, consumers have full rights to the use and benefits of the products they buy. They

can consumer store, or sell it.

To create customer satisfaction, the products offered by the organization must be of high quality. The term quality itself contains various interpretations because quality has several levels: universal (same everywhere), cultural (depending on the cultural value system), social (formed by socioeconomic class, ethnic group, family, friends), and personal (depending on preferences or preferences). Individual tastes). In simple terms, quality can be defined as a product free from defects. In other words, the product conforms to standards (targets, goals, or requirements that can be defined, observed, and measured). According to the American Society for Quality Control, quality is the overall characteristics and characteristics of a product/service in terms of its ability to meet predetermined or latent needs (Lupiyoadi & Hamdani, 2006) .

After understanding the meaning of quality, the next step is to explain why product quality is today's focus in a company. The importance of quality can be explained from two angles: operational management and marketing management. From the operational management point of view, product quality is one of the essential policies in increasing product competitiveness which must provide satisfaction to consumers that exceeds or is at least equal to the product quality of competitors. From the viewpoint of marketing management, product quality is one of the main elements in the marketing mix: product, price, promotion, and distribution channels that can increase sales volume and expand the company's market share (Horsu & Yeboah, 2015).

Modernity with technological advances will result in tight competition to acquire and retain customers. Quality of service is a must that the company must do to be able to survive and still win the trust of customers. Consumption patterns with the lifestyle of customers require companies to be able to provide quality services. The company's success in providing quality services can be determined by the service quality approach developed by Parasuraman, Berry, and Zenthaml (Lupiyoadi & Hamdani, 2006) . Service quality is an effort to fulfill customer needs and desires and deliver accuracy to balance customer expectations (De Oña et al., 2016; Tjiptono, 2019) .

Two main factors affect service quality: expected service and perceived service or the quality of service expected, and the quality of service received or perceived. If the service received or perceived is as expected, then the service quality is perceived as good and satisfactory. If the service received or perceived exceeds customer expectations, service quality is perceived as ideal. Conversely, if the service received is lower than expected, the service quality is perceived as poor quality (Chao et al., 2015; Cholidah, 2021) .

The main factors determining service quality are reliability, responsiveness, assurance (competence, courtesy, credibility, and security), empathy (access, communication, and customer understanding), and tangibles. Tangibles (physical evidence); include physical facilities, equipment, employees and communication facilities, and operational vehicles. Thus, direct evidence is one of the most concrete indicators. The form is in the form of all facilities that can be seen. Reliability (trust); is the ability to provide the promised service immediately and satisfactorily. According to Lovelock, reliability to perform the promised service dependably means doing it right over time. Reliability is the company's ability to deliver the promised service accurately and consistently. Reliability can be defined as doing it suitable for a specific time (Matthews & Mokoena, 2020) .

Responsiveness, namely, the responsiveness of employees in providing the services needed

and being able to complete them quickly. The speed of service provided is the responsiveness of the officer in providing the required service. This responsive attitude results from reason and thought shown to customers (Sasongko, 2013). Assurance includes employees' knowledge, abilities, courtesy, and trustworthiness, free from danger, risk, and doubt. A guarantee is a protection effort presented to the community for its citizens against risks that, if the risk occurs, will disrupt the standard structure of life (Widjoyo, 2013). Empathy; includes ease of doing relationships, good communication, and understanding of customer needs. Empathy is individualized attention to customers. Empathy is attention to customers personally or individually by placing themselves in the customer's situation (Akbar & Arifin, 2016). According to Lupiyoadi, (2006), there are five gaps that cause differences in service quality: 1. Management Perception Gap, namely the difference between service assessment according to service users and management's perception of service user expectations. 2. Quality Specification Gap, namely the gap between management's perception of service user expectations and service quality specifications. Gaps occur, among others, due to inadequate management commitment to service quality, perceptions of unworthiness, inadequate standardization of tasks, and the absence of goal setting. 3. Service Delivery Gap, namely the gap between service quality specifications and service delivery. 4. Marketing Communication Gap, namely the gap between the delivery of external communication services. Consumer expectations regarding service quality are influenced by statements made by companies through marketing communications. This gap occurs due to inadequate horizontal communication and a tendency to over-promise. In this case, external communication has distorted consumer expectations. 5. Gap in Perceived Service is a difference in perception between perceived and expected service by consumers. If both are proven to be the same, the company will have a positive image and impact. However, if what is received is lower than expected, this gap will cause problems for the company.

Nowadays, attention to customer satisfaction and dissatisfaction has increased because the purpose of a company is to create a sense of customer satisfaction. The higher the level of customer satisfaction, the greater the company's profits because customers will repurchase the company's products. According to Philip Kotler, (2016) quoted from the book Marketing Management, consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the product's performance (results) to the expected performance. There are many ways to identify, measure or monitor a company's customer satisfaction (Puspitasari & Arifianty, 2016). Some of them are 1. Complaint and suggestion system. For example, providing suggestion and complaint boxes, comment cards, customer hotlines, and hiring staff to collect customer opinions/complaints. 2. Customer satisfaction survey. Surveys are usually conducted by questionnaire (sent by post or distributed when customers shop), telephone, e-mail, fax, or in-person interview. 3. Lost customer analysis. The company contacts customers who have stopped buying from the company or have switched suppliers. 4. Ghost shopping (Mystery shopping). Companies use ghost shoppers to observe the products, services, and competitors' strengths and weaknesses. 5. Sales-related methods. Customer satisfaction is measured by sales growth, market share, and repurchase ratio. 6. Customer panels. The company forms a customer panel which will be sampled periodically to find out how they feel about the company and all the company's services. In this case, panel members can be drawn from volunteers who are paid for it.

According to Lupiyoadi (2006), In determining the level of customer satisfaction, there are five main factors that the company, namely must consider: 1. Product quality; Customers will feel satisfied if their evaluation results show that the products they use are of high quality. 2. Quality of service, especially for the service industry. Customers will feel satisfied if they get good service or as expected. 3. Emotional; Customers will feel proud and gain confidence that other people will be amazed by them when they use a product with a specific brand which tends to have a higher level of satisfaction. The satisfaction obtained is not because of the quality of the product but the social value or self-esteem that makes customers satisfied with a particular brand. 4. Price; Products with the same quality but at a relatively low price will provide higher value to their customers. 5. Cost; Customers who do not incur additional costs or do not need to waste time to get a product or service tend to be satisfied with the product or service.

If further reviewed, the achievement of customer satisfaction through service quality can be improved by several approaches, including (Kotler & Keller, 2016; Kuo & Wu, 2014) : 1. Minimizing the gaps between management and customers. 2. The company must be able to build a shared commitment to creating a vision for the improvement of service processes. This includes improving the way of thinking, behavior, abilities, and knowledge of all existing human resources. 3. Provide opportunities for customers to submit complaints. 4. Develop and implement accountable, proactive marketing partnerships per the marketing situation. After the service process, the company contacts the customer to find customer satisfaction and expectations (accountable). The company contacts customers from time to time to discover the development of its services (proactive). In comparison, partnership marketing is an approach where companies build closeness with customers, which helps improve the company's image and position in the market.

Based on the theoretical basis that has been explained, the hypotheses raised in this study are as follows.

- H1:** Physical evidence has a significant effect on customer satisfaction at PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone
- H2:** Reliability has a significant effect on customer satisfaction at PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone
- H3:** Responsiveness has a significant effect on customer satisfaction at PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone
- H4:** Guarantees have a significant effect on customer satisfaction at PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone
- H5:** Empathy has a significant effect on customer satisfaction at PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone

Research Method

This research is a type of quantitative research with a survey approach. This research involves customers of PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone as many as 61,873 customers. Sampling was done using the Quota sampling technique (withdrawal of samples by quota). The samples used were 100 respondents, which were determined based on the Slovin formula. The

data in this study uses primary data collected by distributing questionnaires to all respondents filled with several statements with five answer options that will be given a weighted score such as answers (Strongly Agree = 5, Agree = 4, Moderately Agree = 3, Disagree = 2, Strongly Disagree=1). The data that has been collected will be analyzed through several stages of testing. The first stage is to do a descriptive analysis. The second stage is to test the quality of the data consisting of (a validity test and a reliability test). The third stage is to test all hypotheses proposed in this study and will be proven through partial, simultaneous, and coefficient of determination tests.

Table 1. Variable Operationalization

Variable	Code	Indicator	Reference
Tangibles (X1)	X1.1	Nice and interesting building and interior	(Akbar & Arifin, 2016; Huang et al., 2019; Puspitasari & Arifianty, 2016)
	X1.2	Cleanliness	
	X1.3	Complete facilities offered	
	X1.4	Cleanliness and tidiness of employees	
Reliability (X2)	X2.1	The speed of employees in serving customers	(Horsu & Yeboah, 2015; Lubis & Andayani, 2017; Nanincova, 2019)
	X2.2	The service or registration procedure for consumers is not complicated	
	X2.3	Satisfactory service	
	X2.4	Easy to understand service	
Responsiveness (X3)	X3.1	Respond to customer complaints	(Kurniasari & Sugiyanto, 2020; Rahman, 2019)
	X3.2	The willingness of employees to help customers	
	X3.3	Speed of solving problems	
	X3.4	Catching customer problems	
Assurance (X4)	X4.1	Guaranteed customer comfort	(Putri & Irwan, 2020; Randa, 2020; Siregar & Putri, 2020)
	X4.2	There is insurance provided to customers	
	X4.3	Guaranteed customer safety	
	X4.4	Customers feel comfortable with employees	
Empathy (X5)	X5.1	Availability of service during working hours	(Owino, 2013; Putri & Irwan, 2020)
	X5.2	Knowing customer wishes	
	X5.3	Able to communicate well	
	X5.4	Helping customers when transacting	
Customer satisfaction (Y)	Y1.1	The comfort felt by the customer when the service is provided	(Rahman, 2019; Randa, 2020; Siregar & Putri, 2020)
	Y1.2	Customer confidence in the services provided	
	Y1.3	Interest always uses the service	
	Y1.4	Feeling satisfied with the attention and service provided by employees	

Data Analysis and Discussion

Data Analysis

Based on the results of data collection obtained through questionnaires distributed to customers. PT PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone as a respondent, the characteristics of each customer can be seen. The characteristics of these respondents are based on gender, age, occupation, and education.

Table 2. Demographic Data

Variable	Measurement	n	%
Gender	Man	49	49.0
	Woman	51	51.0
Work	Student/Student	26	26.0
	Employee/Employee	38	38.0
	Self-employed	20	20.0
	Etc	16	16.0
Education	SD	-	-
	Junior High School	5	5.0
	Senior High School	38	38.0
	Bachelor	40	40.0
	Postgraduate	17	17.0

Source: Processed Results of Primary Data

Based on table 2, the description of respondents by gender shows that the most extensive grouping of respondents is dominated by women, namely 51 respondents or 51%, and male sex, as many as 49 respondents or 49%. According to occupation, from 100 respondents, it turned out to be dominated by the work of employees, namely 38 people or 38%, followed by respondents with student status as many as 26 people or 26%. This explains the potential consumers of PT. PLN (Persero) is a group of people who work as employees/employees. Furthermore, according to the last education level, the respondent's education level is dominated by bachelor/S1 as many as 40 people or 40%.

The next stage is the simultaneous test or F test, which aims to examine the effect of the dimensions of service quality consisting of physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and concern (empathy) together towards customer satisfaction variable.

Table 3. F Test ResultsANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	11,119	5	2,224	11,525	.000 ^b
	Residual	18,138	94	.193		
	Total	29,257	99			

a. Predictors: (Constant), X5, X4, X1, X2, X3

b. Dependent Variable: Y

Source: Primary Data Processing Results (IBM SPSS 22)

Based on statistical testing with the F-test method in table 3, where the significant level obtained is smaller, namely 0.000 from the significant standard of 5% or 0.05 and based on tests where F-count is 11,525 and F-table is 2.31, which means H1 is accepted because the value F-count is greater than F-table. So, it can be concluded that Service Quality simultaneously significantly influences customer satisfaction. Thus, the first hypothesis states that the quality of service, which consists of physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and concern (empathy), affect customer satisfaction at PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bones. So, it can be concluded that based on the theory and statistical results of the

F test research, the dimensions of service quality consist of physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and concern (empathy) have a significant influence on customer satisfaction.

The t-test or partial test is used to determine whether each of the independent variables, namely physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and concern (empathy), individually have a significant effect on customer satisfaction variable. If the significant test is above 0.05, then the independent variable (X) does not affect the dependent variable (Y). Meanwhile, if the test is significant below 0.05, then the independent variable (X) significantly affects the dependent variable (Y).

Table 4. Results of t-test (Partial Test) Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.037	.518		.072	.943
	X1	.252	.101	.219	2.504	.014
	X2	.060	.101	.053	.597	.552
	X3	.118	.106	.106	1.115	.268
	X4	.324	.095	.329	3.390	.001
	X5	.243	.095	.220	2,566	.012

a. Dependent Variable: Y

Source: Primary Data Processing Results (IBM SPSS 22)

Table 4 shows that the SPSS test results for the X1 variable (physical evidence) obtained the value of t-count = 2.504 with a significant level of 0.014, using a significant limit of 0.05. The significant value is smaller than the 5% level, which means H₀ is rejected, and H_a is accepted. Thus, physical evidence (tangible) significantly affects customer satisfaction. Variable X2 (reliability) has a value of t-count = 0.597 with a significant level of 0.552. Thus, reliability has no significant effect on customer satisfaction. The variable X3 (Responsiveness) has a value of t-count = 1.115 with a significant level of 0.268. Thus, responsiveness has no significant effect on customer satisfaction. Variable X4 (Guarantee) obtained t-count = 3.390 with a significant level of 0.001. Thus, assurance has a significant effect on customer satisfaction. Furthermore, the variable X5 (Care) has a value of t-count = 2,566 with a significant level of 0.012. Thus, empathy has a significant effect on customer satisfaction.

Based on the results of the partial test (T-test), the service quality variables consisting of X1 physical evidence (tangibles), X2 reliability (reliability), X3 responsiveness (responsiveness), X4 assurance (assurance), X5 concern (empathy) all positive effect. The most dominant variable that partially influences customer satisfaction is the assurance X4 variable, with the highest coefficient of 0.324. Based on Table 4, it can be seen how far the partial influence of the five dimensions of service quality affects the level of customer satisfaction, and then the multiple linear regression equation is obtained as follows:

$$Y = 0.037 + 0.252 X_1 + 0.060 X_2 + 0.118 X_3 + 0.324 X_4 + 0.243 X_5$$

Concerning the description, it can be explained that the value of b_0 or a constant value of 0.037 is with the dimensions of service quality consisting of: physical evidence (tangible), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy has a positive relationship with increasing customer satisfaction. The customer satisfaction constant value of 0.037 indicates that if the quality of service consisting of X_1 , X_2 , X_3 , X_4 , and X_5 does not change, then customer satisfaction at PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone will decrease by 0.037. 0.252, namely the magnitude of the coefficient of the tangible (tangible) variable, which means that for every 1% increase in the tangible (tangible) variable, customer satisfaction increases by 0.252 with the assumption that the other variables X_2 , X_3 , X_4 , and X_5 are fixed or constant. 0.060, namely the magnitude of the reliability variable coefficient, means that for every 1% increase in the reliability variable, customer satisfaction increases by 0.060 with the assumption that other variables are fixed or constant. 0.118, namely the responsiveness variable coefficient's magnitude, means that for every 1% increase in responsiveness, customer satisfaction increases by 0.118 with the assumption that other variables are constant or constant. 0.324, the magnitude of the coefficient of the assurance variable, means that for every 1% increase in the assurance variable, customer satisfaction increases by 0.324, assuming that the other variables are constant or constant. 0.243, namely the magnitude of the coefficient of concern (empathy), means that with every increase in the variable of concern (empathy) by 1%, customer satisfaction increases by 0.243 with the assumption that other variables are fixed or constant.

From the results of the regression equation that has been described, it can be concluded that the regression coefficient on the service quality dimension variables consisting of physical evidence, reliability, responsiveness, assurance, and concern for the level of customer satisfaction shows a positive value. This means that the better the dimensions of service quality or improvement, the higher the level of satisfaction felt by customers or consumers.

Discussion

The results of testing the first hypothesis (H_1) indicate that the physical/tangible evidence variable positively and significantly affects customer satisfaction. It can be seen that most of the respondents agreed, meaning the physical condition of PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone according to customer wishes. Thus, customer satisfaction will increase if the customer is satisfied with the direct evidence of the provision of service facilities following the wishes and needs of the customer, the neatness of the room layout, the availability of equipment, and the neatness of the employees. PLN should pay attention to the Physical Evidence because It will provide Customer satisfaction, allowing it to provide added value to achieve company or agency goals. According to the theory put forward by Parasuraman, Zeithaml, and Berry, tangibles (physical evidence); include physical facilities, equipment, employees, and communication facilities as well as operational vehicles (Tjiptono, 2019) . Thus, direct evidence is one of the most concrete indicators. Its form is in the form of all facilities seen from PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bones. This physical evidence can affect the comfort and smoothness of providing services to

each customer. This study's results align with research (Lubis & Andayani, 2017; Nanincova, 2019) which found that physical evidence has a positive and significant effect on customer satisfaction.

The results of testing the second hypothesis (H2) indicate that the reliability variable has a positive but insignificant effect on customer satisfaction. Therefore PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. The bone must improve its services in order to give satisfaction to its customers. According to the theory put forward by Parasuraman, Zeithaml, and Berry (Tjiptono, 2019) , reliability is the ability to provide the promised service immediately and satisfactorily. Fulfilling the promise of appropriate and satisfactory service includes timeliness and skills in responding to customer complaints and providing services fairly and accurately. This study's results align with research (Angely et al., 2019), which found that reliability had no significant effect on customer satisfaction.

The results of testing the third hypothesis (H3) indicate that the responsiveness variable has a positive but insignificant effect on customer satisfaction. According to the theory put forward by Parasuraman, Zeithaml, and Berry (Tjiptono, 199:69), responsiveness (responsiveness), namely the responsiveness of employees in providing the services needed and can complete quickly. The speed of service provided is the responsiveness of the officer in providing the required service. This responsive attitude is a result of reason and thought shown to customers. This study's results align with research (Angely et al., 2019) which found that responsiveness had no significant effect on customer satisfaction.

The results of testing the fourth hypothesis (H4) indicate that the assurance variable positively and significantly affects customer satisfaction. In this study, assurance is also essential. In order to increase customer satisfaction through assurance, it is necessary to pay attention to things that can create customer satisfaction through employees with extensive experience and employees who provide a sense of security and trust for customers. Increased assurance in the statement of feelings of security when conducting transactions with employees of PT. PLN is very much needed for the better renewal of customer satisfaction of PT. PLN (Persero) ULP Patangkai. According to the theory put forward by Parasuraman, Zeithaml, and Berry (Tjiptono, 2019) , assurance includes employees' knowledge, abilities, courtesy, and trustworthiness, free from danger, risk, and doubt. Guarantee is a defensive effort presented to the community for its citizens against risks that, if that risk occurs, will disrupt the standard structure of life. This study's results align with research (Putri & Irwan, 2020; Randa, 2020) which found that assurance has a positive and significant effect on customer satisfaction.

The results of testing the fifth hypothesis (H5) indicate that the concern variable positively and significantly influences customer satisfaction. According to the theory put forward by Parasuraman, Zeithaml, and Berry (Tjiptono, 2019) , empathy includes the ease of making good communication relationships and understanding customer needs. Empathy is the ability to communicate with employees to explain the services that will positively impact customer satisfaction. The positive influence between empathy and customer satisfaction can show how important every PLN employee owns professionalism. Employees' understanding of communication, friendliness and courtesy, employee understanding of customer desires, and so on should constantly be improved by PLN. In this case, the sincere attention given by PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bone to customers. The higher the concern for customers shown, the more it will affect the level of customer satisfaction. This study's results align with research (Cholidah, 2021; Risdah, 2019) which found that

empathy/caring positively affected customer satisfaction.

Conclusions

Based on the results of the research and discussion that have been described, it can be concluded that the variables of physical/tangible evidence, care, and assurance/assurance have a positive and significant influence on customer satisfaction. Meanwhile, reliability and responsiveness have a positive but not significant effect on customer satisfaction of PT. PLN (Persero) ULP Patangkai Kec. Lappariaja Kab. Bones. The assurance variable is the most dominant variable affecting customer satisfaction because it has the highest coefficient value. Based on the results of research and discussion, for suggestions for improving the service quality of PLN (Persero) ULP Patangkai in the future, namely first, based on the results of the analysis conducted to determine the effect of service quality on customer satisfaction which produces a positive and significant influence, then PLN management (Persero) ULP Patangkai needs to make continuous improvements and specific innovations to increase customer satisfaction and loyalty. Second, for further research, it is expected to be able to examine other variables not included in this study, such as competition, competence, communication and so on, to determine how much customer satisfaction in a company. This study still has several limitations, including 1. The data collection method used was only a questionnaire. It would be better if the direct interview method were added to the customer so that the information and research results were more complete. There is a limitation of research using questionnaires, namely, sometimes the answers given by respondents do not show the actual situation.

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