

THE EFFECT OF THE QUALITY OF PREPAID ELECTRICITY PRODUCT AND EMPLOYEES' PERFORMANCE ON CUSTOMERS' SATISFACTION IN STATE ELECTRICITY COMPANY Ltd.(PT.PLN PERSERO)GORONTALO, AREA OF SUB DISTRICT TELAGA

Submission date: 30-May-2023 05:21AM (UTC-0400)

Submission ID: 2105135640

File name: Jurnal_ENDI_1.docx (78.76K)

Word count: 3850

Character count: 22844

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ABSTRACT**

The purpose of this study is to see whether *State Electricity Company Ltd.*(PT PLN (Persero) Gorontalo, Area of Sub District Telaga is concerned with the quality of prepaid electricity product and performance of State Electricity Company Ltd. employees simultaneously in providing satisfaction to its customers. The Synergy between the products (prepaid electricity services) and employee's performance can provides best service to customers. The method used in this research is an associative research causal, namely research that reveals problems and examines the relationship or influence of two or more. While causal research is research whose relationship has an influence between two or more variables. The Analysis of research data was using validity and reliability tests and multiple regression tests, multiple correlation tests, hypothesis tests and multiple determination tests. By the results of the analysis through questionnaires processed using the SPSS application, it can be concluded that the quality of prepaid electricity services and employee's performance has an influences on customer satisfaction. The conclusions that drawn by the research has been done with the quality of prepaid electric product and employees performance have a significant influences on customer satisfaction in *State Electricity Company Ltd.* (PT. PLN Persero) Gorontalo, Area of Sub District Telaga.

Keyword : *Quality, Prepaid Electric Product, Performance, Customer's Satisfaction*

INTRODUCTION

1. Research Background

By referring to the Joint Agreement between the House of Representatives and the President, Indonesia passed Law No. 25/2009 on Public Services on July 18, 2009. The law is aimed to improve the quality and ensure the availability of public service with regards to general principles of good governance and corporation and to protect every citizen from abuse of authority in public service administration.

The PLN's (State Electricity Company) prepaid electricity device performs similarly to that of mobile phone service as the prepaid meter. This prepaid meter functions as both service media and electricity usage counter. What differs between both devices is that the prepaid electricity meter uses MCB (Mini Circuit Breaker) which functions as a power limiter, so that customers with 900W package are unable to use power exceeding the MCB capacity.

Prepaid electricity service is different from postpaid service in terms of the payment method. When using postpaid service, customers use electricity first and pay the accumulated bill based on the record taken by an officer. The payment system applies differently to prepaid service, in which users need to purchase a certain amount of prepaid plans (in kW/h) beforehand.

There are essential matters PT. PLN (State Electricity Company Ltd.) need to reflect on to achieve for best customer satisfaction. Among them are product innovation and evaluation of prepaid electricity product. The employees' performance is one of the key elements to consider when conducting an evaluation of the product. It is the duty of human resources management to improve the staffs' performance in order to provide efficient services in handling problems and complaints regarding prepaid electricity products.

As a result of PT. PLN's innovation, prepaid electricity service is meant to provide quick and easy electricity purchase. Similar to the system of prepaid

cellphone voucher, “tokens” (top-up vouchers) of 20-digits number are purchasable in almost all ATM services and online electricity bill outlets. The 20-digits numbers are then inputted to a meter device via keypads provided. Afterward, the device screen displays key details of prepaid services for users to notice, consisting of:

1. Amount of electricity (in kW/h) inputted
2. Accumulated amount of electricity (in kW/h) usage
3. Real-time current electricity usage
4. Remaining electricity credits

One can consider that customers' satisfaction is a kind of emotional feedback as a result of the experience of consuming a given product/service. Customers' satisfaction is one of the indicators to reflect on when evaluating a product/service. A customer is satisfied when the product/service provided at least reaches (or even exceeds) his/her expectation. Otherwise, the customer is considered not satisfied with the product/service provided. That being said, highly maintained product/service quality is a must for a company in order to ensure customers' satisfaction.

2. Research Questions

Based on the research background, this study elaborates several questions to be carried out:

1. Is there any effect of the quality of prepaid electricity product to customers' satisfaction in PT. PLN (Persero) (State Electricity Company Ltd.) Area of Sub District Telaga?
2. Does the employees' performance influence customers' satisfaction?
3. Is there any simultaneous effect of prepaid electricity product and employees' performance to customers' satisfaction?

3. Research Objectives

1. To investigate whether or not the quality of prepaid electricity service of PT. PLN (Persero) (State Electricity Company Ltd.) Area of Sub District Telaga has an effect on customers' satisfaction.
2. To determine whether or not the employees' performance influences customers' satisfaction.
3. To elaborate any simultaneous impact of the quality of prepaid electricity service and the employees' performance on customers' satisfaction.

4. Research Significances

1. This study is significant to the author as a means of implementing theories studied during courses into analyzing practical issues faced by companies.
2. This study is expected to contribute for the company as a matter of evaluation and reference in improving employees' performance.
3. Finally, this study contributes as a reference to practitioners, further researchers, and students of the Faculty of Economics, State University of Gorontalo

Theoretical Study

1. Quality of Prepaid Electricity Product

1). Theory of product quality

Tjiptono (2008) asserts that "product quality resembles every single dimension of product marketing that provides benefits to customers." Meanwhile, Stanton (2000) defines product narrowly as a set of physical attributes that are related in an identified form. A broader definition of product considers it as a set of both tangible and non-tangible attributes that include color, packaging, price, distribution, and service quality of the factory up to that of the distributor that are accepted by a customer as something that satisfies one's desires. Moreover, it is elaborated by Assauri (2012) that "product quality is the accumulated factors within a product which ensure that the product achieves its objectives". Further, Kotler (2002) once states that "most products are entitled to one of four quality

level: low, average, good, and super; from which one product's quality is measurable objectively.

The previous definitions provide an initial conception of what product quality is, which this study defines as an effort to improve product quality to a measured quality standard to fulfill or exceed customers' desire about the product. Quality of a product is dynamic, which follows the dynamic nature of customers' expectation.

Henceforth, one can synthesize that product quality is an interconnected dynamic condition in which a product's quality can be defined differently by different customers. However, products/services are essentially entitled to a certain set of specification that meets or exceeds the customers' expectation, thus, leading to satisfaction.

Kotler (2002), among scholars in Marketing with a different classification of product, states that product is categorized into two types:

1) Goods

Goods are a physical product, by which the product is visible, touchable, perceptible by senses, storable, transferable, and able to be treated with other physical treatments. Kotler (2000) mentions eight dimensions of product quality:

- a. Performance
- b. Feature
- c. Reliability
- d. Durability
- e. Conformance
- f. Aesthetic
- g. Serviceability
- h. Perceived quality

2) Service

Kotler (in Lupiyoadi & Hamdani, 2006) defines service as: "an act or activity offered by a party to another, it is essentially intangible and does

not result in any ownership. The service production may relate to the physical product or something else.”

a. Quality of Prepaid Electricity Product

Definition of prepaid electricity product (as quoted in <http://www.pln.co.id/?p=50>)

Prior to the introduction of prepaid services, customers of PLN (State Electricity Company) can only enjoy postpaid payment system, in which one's monthly usage is billed at the end of the month. Once in a month, the company is to record the accumulated monthly usage, send a monthly bill to customers, collect any unpaid usage/delayed payment directly, and cut off the electricity to customers who do not pay after a certain period of time.

Instead of employing the previously mentioned methods, prepaid electricity service functions differently. Customers using prepaid service need to purchase certain electricity packages beforehand to consume electricity. The amount of electricity purchased is then transferred via 'token' system (similar to phone credit to the prepaid meter previously installed within a user's location).

The prepaid meter displays any balance remains in kW/h (kilowatt/hour). Customers are able to top-up the remaining balance anytime and with whatever amount they desire. This method provides ease of management for the users to implement effective control of electricity usage and to plan the top-up schedule and amount. Moreover, the prepaid payment method removes the complicated and strict system of monthly record tracking and bill payment.

b. Advantages and disadvantages of prepaid electricity product

1. Advantages of prepaid electricity service (as quoted in www.pln.co.id/?p=501) are as follows:

a) Easy electricity usage management

Users of prepaid service are able to monitor their daily usage anytime by referring to the information of remaining balance on the meter

display. One can suppress the daily usage anytime s/he feels being wasteful on using electricity.

b) Electricity usage is adjustable to users' budgets

Electricity top-up vouchers come with varied prices, starting from Rp. 20,000 IDR up to Rp. 1,000,000 IDR, which provides customers the freedom to purchase any amount and to adjust family budgets.

c) No extra delayed-payment charge

Prepaid electricity service is featured with no more extra charges since there is no deadline. This benefits the users who are usually charged for forgetting to pay monthly bills.

d) Secured privacy

Prepaid service favors users who desire for convenience, as users can enjoy the convenience of accurate and automatic prepaid meter record. It also benefits users who seek privacy, as prepaid service removes the need for a periodical visit by the meter-checking officer.

e) Broad and accessible network of top-up voucher outlets

Prepaid top-up vouchers are now available in more than thirty thousand ATM services and online outlets all over Indonesia.

f) Suitable option for boarding house or rent room owners

Prepaid service is considered suitable for owners of boarding houses or rent rooms, as they are no longer responsible for electricity usage and bill payments. By switching into prepaid service, renters hold full responsibility for electricity usage and are able to adjust with their budget.

2. Disadvantages of prepaid electricity product

One can conclude that there are no significant disadvantages to prepaid electricity product. The only noticeable concern is that availability of top-up vouchers are currently limited to certain banks' ATM services, Postal service, and partner outlets.

3. Performance

Keban (2004) defines performance as the achievement of results assessed by concerning one's behavior. In terms of the work unit, work performance is categorized into four, i.e., results achieved by individuals (individual performance), by groups (group performance), by institutions (organizational performance) and by a program/policy (program/policy performance).

Group performance is assessed by looking at to the extent a group has carried out its main activities so as to achieve the determined results. On the other hand, institutional performance relates to how far an institution has carried out the primary activities in achieving the institution's goals. Further, program/policy performance is regarded as the extent of program/policy implementation and activities in order to achieve the program/policy's objectives.

4. Customer Satisfaction

Lovelock and Wright (2007) elaborate that customer satisfaction is a certain short-term reaction a customer shows towards a product/service's performance. That is to say, satisfaction level is an extent to differentiate between perceived performance and expectations. In line with the previous concept, Kotler (2005) asserts that customer satisfaction is the feeling of content or disappointment that occurs when comparing between a product's real performance with one's own perceived/expected result.

Further, customer satisfaction is also defined as the customer's response to any inappropriateness between one's expected performance and the actual performance of the product (Rangkuti, 2003).

a. Types of Customer Satisfaction

Umar (2005) categorizes customer satisfaction into two types:

1. Functional satisfaction, i.e., satisfaction as a response towards a product's function
2. Psychological satisfaction, i.e., satisfaction that emerges from a product's intangible attributes

b. Methods of Ensuring Customers' Satisfaction

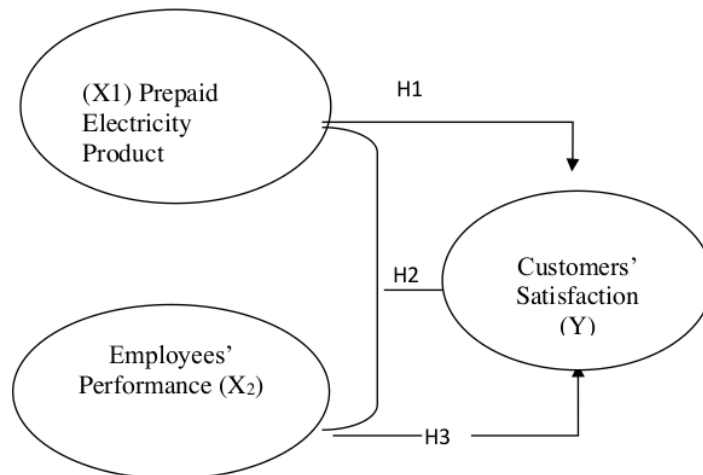
As cited in Umar (2005), there are several methods a company can employ in ensuring customers' satisfaction.

1. Promoting the product/service to the customers and maintaining communication between the company and customers.
2. Presentation of proper behavior by the sales agent.
3. Employing professional sales approaches

5. Conceptual Framework

The study employs quantitative methodology with independent variables consisting of quality of prepaid electricity product (X1) and employees' performance (X2); while customers' satisfaction is regarded as the dependent variable (Y). The conceptual framework is visualized in the next figure as follows.

Figure 1.
Research Conceptual Framework



2.5 Research Hypotheses

Research hypotheses function as a preliminary conclusion based on the previous conceptual framework. This study states the hypotheses of research as follows:

1. This research assumes that prepaid electricity product contributes positively towards customers' satisfaction in PT. PLN (Persero) (State Electricity Company Ltd.) area of Telaga.
2. It is assumed that employees' performance has positive impacts on customers' satisfaction.
3. It is assumed that prepaid electricity product and employees' performance contributes simultaneously towards customers' satisfaction.

Research Methodology

1. Research Design

The study employed a causal associative method. This method, according to Umar (2003), is a research “that aims to analyze the causal relationship between one variable to each other; in other words, how a variable influence another, and vice versa”.

2. Population and Sample

a) Population

Nawawi (in Riduan, 2008) defines population as “the total of every possible value, either as a result of quantitative or qualitative calculation towards a certain characteristic with regards to a certain batch of the complete object(s)”. The population of research was all prepaid service customers of PT. PLN (Persero) (State Electricity Company Ltd.) area of Telaga.

b) Sample

The study employed non-probability accidental (convenience) sampling. The technique, as defined by Santoso and Tjiptono (2001), is a sampling procedure that picks a sample out of accessible persons/units.

Moreover, Slovin formula (in Umar, 1997) was applied in deciding the number of samples, which is elaborated as follows:

$$n = \frac{N}{1 + N(10\%)^2} = \frac{4050}{1 + 4050(0.01)} = \frac{4050}{1 + 40.5} = 97.59 \text{ (rounded to 98 customers)}$$

Description : n = total sample

e = tolerable error

N = Accumulated number customers of prepaid electricity service in the research site during three years

Henceforth, the study set 98 customers as research sample.

3. Data and Source of Data

a) Types of Data

The data were classified into two types:

- 1) Primary data, i.e., raw and unprocessed data
- 2) Secondary data, i.e., data in the form of numbers as a final result of processing.

b) Sources of Data

- 1) Library research
A method of browsing through literature, books, and academic journals related to the research topic.
- 2) Field observation
A method involving direct observation in the research site.

c. Technique of Data Collection

- 1) Questionnaire
Questionnaire was to obtain primary data, by handing out questions list to the research sample.
- 2) Interview
Interview was conducted to obtain spoken details to parties related to this study to complete and clarify primary and secondary data.

d. Findings and Discussion

1. Result of Multiple Regression Analysis

The analysis is conducted to identify the influence of independent variables, i.e., quality of prepaid electricity product (X1) and employees' performance (X2) towards the dependent variable (Y). The analysis results in the following table:

Table 1.
Multiple Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.993	2.721		3.305	.001		
	Kualitas Produk Listrik Prabayar	.480	.073	.589	6.585	.000	.483	2.070
	Kinerja Karyawan	.272	.094	.259	2.899	.005	.483	2.070

a. Dependent Variable: Kepuasan Pelanggan

Description:

Kualitas Produk Listrik Prabayar: Quality of Prepaid Electricity Product

Kinerja Karyawan: Employees' Performance

Kepuasan Pelanggan: Customers' Satisfaction

Based on the previous table, the equation of multiple linear regression is set as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 8,993 + 0,480X_1 + 0,272X_2 + e$$

Description:

1. Constant of 8.993 illustrates that if the independent variables do not contribute towards dependent variable, then the dependent variable possess base value of 8.993.

2. Variable X1's coefficient regression of 0.480 depicts that every addition (+ mark) of 1 unit signifies that the quality of prepaid electricity product increases customers' satisfaction by 0.480.
3. Variable X2's coefficient regression of 0.272 depicts that every addition (+ mark) of 1 unit signifies that employees' performance increases customers' satisfaction by 0.272.

2. Multiple Correlation Test (R_2)

Multiple Correlation Test (R_2)

Table 2.

Multiple Correlation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.796 ^a	.633	.625	2.867	1.622

a. Predictors: (Constant), Kinerja Karyawan, Kualitas Produk Listrik Prabayar

b. Dependent Variable: Kepuasan Pelanggan

Description:

Kualitas Produk Listrik Prabayar: Quality of Prepaid Electricity Product

Kinerja Karyawan: Employees' Performance

Kepuasan Pelanggan: Customers' Satisfaction

The previous table illustrates that the multiple correlation value (R) of the research is 0.796, which signifies the correlation between independent variables towards the dependent variable.

As displayed in the table, the value of standard error of the estimate is 2.867, which signifies that numbers of error in predicting customers satisfaction measure at 2.867. A smaller value of standard error of the estimate implies the more accurate the regression model to predict the dependent variable.

3. Hypotheses Test

The study performs a simultaneous test of the three previously-mentioned hypotheses. These hypotheses are: 1) that prepaid electricity product contributes

positively towards customers' satisfaction; 2) that employees' performance has positive effect to customers' satisfaction; 3) that prepaid electricity product and employees' performance contributes simultaneously towards customers' satisfaction.

The t-test is employed by calculating the t_{count} value by comparing with the level of sig quantified by $\alpha = 0.05$, the degree of freedom (df) of $n-k-1 = 98-2-1 = 95$. Therefore, the t_{table} value of the study is 1.99. Further, the following data process result displays the calculation of the partial effect of independent variables towards dependent variables.

a. Individual test (T-test)

T-test is performed to test the constant significance toward the dependent variable.

Hypotheses:

Ho: Coefficient regression is non-significant

Ha: Coefficient regression is significant

A hypothesis is decided based on the probability rate.

A probability of > 0.05 resembles that Ho is accepted

A probability of 0.05 signifies that Ho is rejected

Hypotheses determination:

- a) The first hypothesis is that there is a significant effect of quality of prepaid electricity product towards customers' satisfaction. As displayed in Table 4.4, it is given that value of $t_{count} > t_{table}$, or $6.585 > 1.99$, with sig α ($0.000 < 0.05$). The calculation result signifies that Ho is rejected and Ha is accepted, thus, concluding that there is a significant effect of quality of prepaid electricity product towards customers' satisfaction.
- b) The second hypothesis is that there is a significant effect of employees' performance to customers' satisfaction. As shown in Table 4.4, it is given that value of $t_{count} > t_{table}$, or $2.899 > 1.99$, with sig α ($0.000 < 0.05$). The calculation result signifies that Ho is rejected and Ha is accepted; that is to say, there is a significant effect of employees' performance towards customers' satisfaction.

b. Simultaneous test (F-test)

Simultaneous test is conducted to test the third hypothesis, i.e., the simultaneous impact of independent variables (X1 & X2) towards the dependent variable of the research (Y). The simultaneous test employs F-test to calculate simultaneous coefficient regression. The calculation result is displayed in the following table ($\alpha = 0.05$).

Table 3.

F_{count}
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1347.287	2	673.644	81.976	.000 ^a
	Residual	780.672	95	8.218		
	Total	2127.959	97			

a. Predictors: (Constant), Kinerja Karyawan, Kualitas Produk Listrik Prabayar

b. Dependent Variable: Kepuasan Pelanggan

Description:

Kualitas Produk Listrik Prabayar: Quality of Prepaid Electricity Product

Kinerja Karyawan: Employees' Performance

Kepuasan Pelanggan: Customers' Satisfaction

Moreover, Anova test is conducted to measure the influence significance of independent variables towards the dependent variable and to identify the reliability of the regression equation in predicting the dependent variable. The Anova test result generates F_{count} value of 81.976 with significance rate of 0.000. Therefore, due to the value of $0.000 < 0.05$, this proves that the regression model is reliable to predict customers' satisfaction. To put it another way, the independent variables (quality of prepaid electricity product & employees' performance) simultaneously influence the dependent variable (customers' satisfaction).

4. Multiple Coefficient of Determination (R^2)

The study employs the R^2 test to quantify the varying proportion of independent variables' simultaneous influence towards dependent variable, which is illustrated in the following table.

Table 4.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.796 ^a	.633	.625	2.867	1.622

a. Predictors: (Constant), Kinerja Karyawan, Kualitas Produk Listrik Prabayar

b. Dependent Variable: Kepuasan Pelanggan

Details:

Kualitas Produk Listrik Prabayar: Quality of Prepaid Electricity Product

Kinerja Karyawan: Employees' Performance

Kepuasan Pelanggan: Customers' Satisfaction

The previous table illustrates that R^2 value is 0.633 which signifies that both independent variables contribute 63.3% towards the dependent variable, while the rest 36.7% is contributed by other factors (e.g., price) not mentioned within this study.

5. Conclusions and Recommendations

5.1 Conclusions

Based on the research findings and analysis, the study concludes that:

1. Quality of prepaid electricity product partially influences customers' satisfaction, due to $t_{\text{count}} > t_{\text{table}}$, or $6.585 > 1.99$, with sig α ($0.000 < 0.05$). This implies that H_0 is rejected and H_a is accepted, thus, concluding that there is a significant effect of quality of prepaid electricity product towards customers' satisfaction.

2. Employees' performance partially contributes to customers' satisfaction, due to $t_{count} > t_{table}$, or $2.899 > 1.99$, with sig α ($0.000 < 0.055$). That is to say, H_0 is rejected and H_a is accepted; signifying significant effect of employees' performance towards customers' satisfaction.
3. Both independent variables influence simultaneously towards the dependent variable; it is due to F_{count} value of 81.976 with significance rate of 0.000 ($0.000 < 0.05$), implying that the regression model is reliable to predict customers' satisfaction. In other words, the independent variables (quality of prepaid electricity product & employees' performance) simultaneously influence the dependent variable (customers' satisfaction).

5.2 Recommendations

The analysis result generates that quality of electricity product scores higher influence than employees' performance in influencing customers' satisfaction. Hence, it is the company's responsibility to improve its employees' performance to ensure customers' satisfaction. The company is required to perform several actions to enhance its employees' performance, shown as follows:

1. Providing training for the employees in problem-solving situations in order to perform optimally when handling problems/complaints.
2. Providing optimal service training to the employees
3. Giving appreciation of employees' performance in the form of a bonus, career upgrade, and other kinds of reward.
4. Providing ESQ training to the employees

Further, the company needs to avoid nepotism and employ strict approach during employee recruitment in order to obtain the best human resources possible and as an optimization of the company's performance.

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