

The Influence of E-Service Quality on Customer Satisfaction of PLN Mobile Users at PT PLN (Persero) ULP Mattoanging

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ABSTRACT

Importance of digital service quality in the era of globalization is evident from intense competition among companies to provide best service to customers. This research was motivated by several customers who complained about slow loading of website pages and frequent errors in the PLN mobile application. This study aims to find out e-service quality, customer satisfaction, and the Influence of e-service quality on customer satisfaction of PLN mobile users at PT PLN (Persero) ULP Mattoanging. It uses a quantitative approach, with a purposive sampling sample collection technique using hair theory as many as 100 samples that fill out a questionnaire. Data analysis was carried out with SPSS version 30 by conducting validity, reliability, descriptive statistical analysis, normality test, simple linear regression, t-test and determination coefficient. The results of the study showed that the e-service quality at PT PLN (Persero) ULP Mattoanging is very good, the customer satisfaction of PLN mobile users at PT PLN (Persero) ULP Mattoanging is very satisfactory, and e-service quality has a positive and significant influence on the satisfaction of PLN mobile users at PT PLN (Persero) ULP Mattoanging.

Keywords: E-Service Quality, Customer Satisfaction

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1. INTRODUCTION

Technological advances in the digital era continue to grow rapidly and open up new opportunities for companies to innovate with the services provided. Digital technology has an

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important role in facilitating various daily activities of humans and helping companies to carry out more influencing and efficient marketing management, through various platforms, such as mobile applications, websites, and social media. This platform allows companies to expand their customer reach, as well as provide optimal e-service quality. In the digital era, the need for internet technology is one of the things that has a significant impact on life for communication and information sharing. With the development of technology, it helps open horizons and provide convenience in activities. The increasing development of technology that is accelerating makes technology have an impact on several sectors (Naufal et al., 2024).

One of the companies that has implemented e-service quality, namely PT PLN (Persero) through the PLN mobile application which was released on August 9, 2016. The State Electricity Company (PLN) is a State-Owned Enterprise (BUMN) that is responsible for providing and managing electricity in Indonesia. The features of PLN mobile include checking bills and token purchases, complaints, power changes, and temporary connections. PT PLN (Persero) also has a mission, namely to run the electricity business and other related fields, oriented towards customer satisfaction. According to Cahyani et al. (2024) The role of service quality in the service business is very important in improving customer satisfaction.

Based on initial interviews with several PLN mobile users, PT PLN (Persero) ULP Mattoanging customers, there is a phenomenon of users complaining about inefficient e-service quality. Regarding the problem, users have reported power changes on PLN mobile about 4 weeks ago, however, this was not followed up. Finally, the users decided to go directly to the location of PT PLN (Persero) ULP Mattoanging and the application problem that often errs was also complained about by PLN mobile users. These problems will certainly cause user's anxiety so that service improvements are needed. Users can get a better experience when using PLN mobile.

Quality is one of the factors that determine the success of a product or service. Salome et al. (2022) mentioned that "Service quality dimensions are a set of features that describe customer experience with a service". Oktaviali et al. (2024) argued that service quality represents the company's capacity to deliver optimal customer experiences that fulfill the criteria of effectiveness and efficiency. Service quality in online transactions is referred to as e-service quality. According to Akhirilanda et al. (2023: 10), "E-service quality is the ability of a website/application to facilitate transaction activities and user interaction effectively and efficiently." Furthermore, Berliana & Dinda (2020: 224) revealed that "E-service quality is the extent to which a marketplace or internet provides services or a shopping facility or transactions that are efficient and effective, purchased, and delivered to satisfy customers which will affect the level of customer satisfaction."

"Satisfaction is a feeling of happiness, an individual is satisfied because the expectation and reality in using the service provided is fulfilled." (Rifa'i, 2023). "Customers are all individuals or buyers who use goods or services used continuously for personal purposes from the products offered by the company" (Naini, 2022). Meanwhile, Agung et al. (2023: 21) stated that "Customer satisfaction is a measure of the feeling that arise after a customer uses the product or services offered and compares them with expectations." Ine and Nopita (2021) explained that "customer satisfaction is the result of accumulated experience obtained by

customer in using a good or service, where satisfaction can change from one experience to the next. Indrasari (2019: 87) stated that in determining the level of customer satisfaction, there are five main factors including product quality, service quality, emotional, price, and Cost.

Previous research by Saraswati & Farida Indriani (2021) has also examined the quality of electronic services with other dimensions such as ease of use on, site design, responsiveness, and customization having a significant effect on customer satisfaction. In addition, the study conducted by Paulo et al. (2019) showed that e-service quality has a positive impact on customer satisfaction.

This research is important because PT PLN is the main electricity provider in Indonesia. It has a role in meeting customers' electrical energy needs, so it is very important for companies to optimize the user experience by improving e-service quality, as well as ensuring better customer satisfaction in the future. Therefore, a study was conducted with the title "The Influence of E-service Quality on Customer Satisfaction of PLN Mobile Users at PT PLN (Persero) ULP Mattoanging". Based on this background, the research problem was formulated on (1) how PLN mobile e-service quality at PT PLN (Persero) ULP Mattoanging? (2) how is customer satisfaction of PLN mobile users at PT PLN (Persero) ULP Mattoanging? and (3) how does e-service quality influence customer satisfaction of PLN mobile users at PT PLN (Persero) ULP Mattoanging?. The purpose of this study is to find out e-service quality, customer satisfaction, and the Influence of e-service quality on customer satisfaction of PLN mobile users at PT PLN (Persero) ULP Mattoanging.

2. RESEARCH METHOD

This research was conducted at PT PLN (Persero) ULP Mattoanging Jalan Monginsidi No.2, Maricaya Baru, Makassar City, South Sulawesi. This study lasted for one month from April 23 to May 23, 2025. The population in this study was PLN mobile users of PT PLN (Persero) ULP Mattoanging, but the exact number is unknown. The sample was 100 respondents with purposive sampling using hair theory. Sample collection techniques through questionnaires and interviews. This questionnaire is closed and shared offline or online with google form. Meanwhile, data collection through this interview was to support the results by interviewing respondents 3 customers who have been active in using PLN mobile for the last 3 months and the manager of PT PLN (Persero) ULP Mattoanging.

The questionnaire items for the e-service quality variable were developed based on the operational definition by Wardhana (2024), with seven indicators: efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact. Meanwhile, the questionnaire items for the customer satisfaction variable were constructed based on the operational definition of Hawkins & Lonney in Cindrianto (2021:61), with three indicators: suitability of expectations, interest in returning visits, and willingness to recommend.

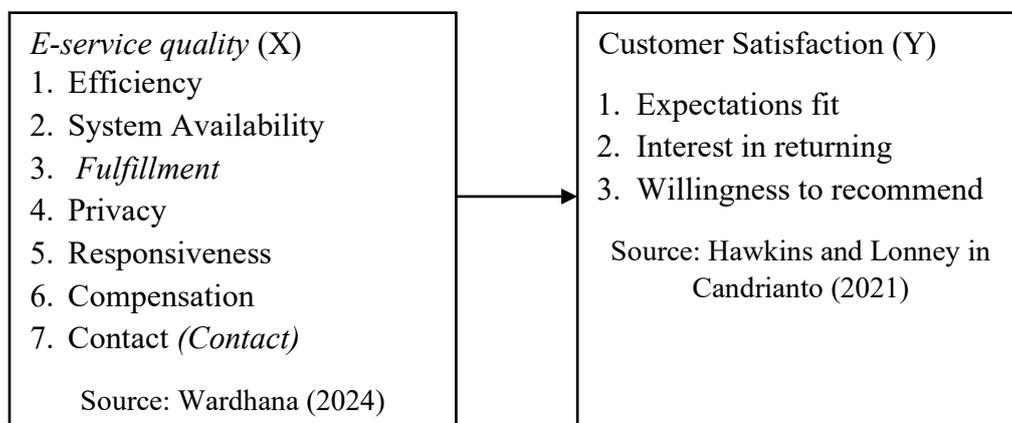
This type of research is quantitative with descriptive and associative approaches. The data analysis technique used SPSS version 30 of the instrument test (validity and reliability test), descriptive and inferential statistics (normality test, simple linear regression, determination coefficient, and t test). For every closed question/statement, four answer options are provided using a Likert scale, as follows.

Table 1. Likert Scale

Category	Score
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

Source: Sugiyono, 2021

Based on these indicators, the conceptual framework of the research is shown in the following figure.

**Figure 1. Conceptual Framework**

3. RESULT AND DISCUSSION

3.1 Result

3.1.1 Respondent Characteristics

Respondent characteristics are used to see an overview of who the respondents are involved in the study, as well as ensure that these respondents are relevant to the research objectives.

Table 2. Characteristics of Respondents by Age

No.	Age	Frequency	Percentage
1.	19 - 28	42	42
2.	29 - 38	39	39
3.	39 - 48	14	14

4.	> 48	5	5
	Total	100	100

Source: Processed Primary Data, 2025

The characteristics of respondents based on the age of 100 respondents as the age of 19 to 28 years as many as 42 (42%) respondents, the age of 29 to 38 years as many as 39 (39%) respondents, the age of 39 to 48 years as many as 14 (14%) of the respondents, and the age over 48 years as many as 5 (5%) respondents. Based on these characteristics, the majority of respondents in this study came from the age group of 19 to 28 years who were more dominant in the use of PLN Mobile e-service quality.

Age differences can affect the way a person accesses, utilizes, and assesses PLN Mobile services. Younger age groups tend to be more familiar with digital technology, making it easier to use the available features, while older age groups may face certain constraints and require longer adaptation time.

Table 3. Characteristics of Respondents Based on Occupation

No.	Work	Frequency	Percentage (%)
1.	Student/Student	10	10
2.	Private Employees	58	58
3.	Civil Servant	8	8
4.	Entrepreneurial	13	13
5.	Other	11	11
	Total	100	100

Source: Processed Primary Data, 2025

Respondent characteristics were based on jobs from 100 respondents, students/students obtained 10 or 10% of respondents, private employees obtained 58 or 58% of respondents, civil servants obtained 8 or 8% of respondents, entrepreneurs obtained 13 or 13% of respondents, and other occupations obtained 11 or 11% of respondents. Based on these characteristics, the majority of respondents in this study came from private employees, who were more dominant in the use of PLN mobile e-service quality.

The type of work can affect a person's needs in using the PLN mobile application. Each job has a different activity pattern, so it can affect the use and assessment of the influence of PLN mobile.

3.1.2 Instrument Test Results

a) Validity Test

The validity test is used to measure the validity of each questionnaire item. It is declared valid if the value of r is calculated $> r$ of the table, and the value of $\text{sig} < 0.05$.

Table 4. Validity Test of E-Service Quality Variables

Indicators	Items	R count	R Table	Sig Value	Information
Efficiency	X1	0,329	0,196	0,001	Valid
	X2	0,364	0,196	0,000	Valid
	X3	0,336	0,196	0,001	Valid

System Availability	X4	0,604	0,196	0,000	Valid
	X5	0,424	0,196	0,000	Valid
	X6	0,618	0,196	0,000	Valid
Fulfillment	X7	0,529	0,196	0,000	Valid
	X8	0,590	0,196	0,000	Valid
	X9	0,622	0,196	0,000	Valid
Privacy	X10	0,438	0,196	0,000	Valid
	X11	0,574	0,196	0,000	Valid
	X12	0,490	0,196	0,000	Valid
Responsiveness	X13	0,488	0,196	0,000	Valid
	X14	0,399	0,196	0,000	Valid
	X15	0,523	0,196	0,000	Valid
Compensation	X16	0,586	0,196	0,000	Valid
	X17	0,581	0,196	0,000	Valid
	X18	0,563	0,196	0,000	Valid
Contact	X19	0,626	0,196	0,000	Valid
	X20	0,534	0,196	0,000	Valid
	X21	0,529	0,196	0,000	Valid

Source: Processed Data by SPSS 30, 2025

The results of the validity ui on the e-service quality variable with seven indicators from statements (X1) to (X21) each had a calculated r value of > 0.196 and a sig value of < 0.05 , respectively. Thus, all e-service quality variable statement items are declared valid.

Table 5. Results of the Customer Satisfaction Variable Validity Test

Indicators	Items	R count	R Table	Sig Value	Information
Expectations fit	Y1	0,694	0,196	0,000	Valid
	Y2	0,620	0,196	0,000	Valid
	Y3	0,520	0,196	0,000	Valid
Interest in returning	Y4	0,587	0,196	0,000	Valid
	Y5	0,681	0,196	0,000	Valid
	Y6	0,611	0,196	0,000	Valid
Willingness to recommend	Y7	0,430	0,196	0,000	Valid
	Y8	0,576	0,196	0,000	Valid
	Y9	0,564	0,196	0,000	Valid

Source: Processed Data by SPSS 30, 2025

The results of the validity test on the customer satisfaction variable with three indicators from statements (Y1) to (Y9) each had a calculated r value of > 0.196 and a sig value of < 0.05 . Thus, all customer satisfaction variable statement items are declared valid.

b) Reliability test

Reliability tests are used to measure the consistency of a measuring instrument. It was declared reliable with the Cronbach coefficient alpha > 0.70 .

Table 6. Reliability Test Results

Variable	Cronbach's Alpha	Information
E-service quality	0,860	Reliable
Customer Satisfaction	0,763	Reliable

Source: Processed Data by SPSS 30, 2025

The results of the reliability test showed that the cronbach alpha obtained from the e-service quality variable was $0.860 > 0.70$ and customer satisfaction was $0.763 > 0.70$, so it can be said that both variables were declared reliable. These results prove that the instruments used are consistent.

3.1.3 Results of Descriptive Statistical Analysis

Descriptive statistical analysis was used to describe respondents' responses to e-service quality and customer satisfaction variables. The results of this analysis provide an understanding of the extent to which respondents assessed e-service quality and perceived customer satisfaction based on predetermined categories.

Table 7. Recapitulation of Respondents Responses to All Indicators

No.	Variable	Indicators	Average Score
1	E-Service Quality	Efficiency	3,39
		System readiness	3,47
		Fulfillment	3,55
		Privacy	3,60
		Responsiveness	3,19
		Compensation	3,59
		Contact	3,61
2	Customer Satisfaction	Expectations fit	3,34
		Interest in returning	3,47
		Willingness to recommend	3,24

Source: Processed Primary Data, 2025

A recapitulation of respondents' responses to the e-service quality variable showed that the indicators of efficiency, system availability, fulfillment, privacy, compensation, and contact were in the very good category with a value range of 3.26 - 4.00. The responsiveness indicator is in the good category with a value of 3.19. Meanwhile, the customer satisfaction variable shows that the indicators of suitability, expectations and interest in returning visits are in the very good category with a value range of 3.26 - 4.00. The readiness indicator recommends being in the good category with a value of 3.24.

3.1.4 Results of Inferential Statistical Analysis

a) The Classical Assumption Test of Normality

The classical assumption test of normality is used to test whether the data is normally distributed or not. The One sample kolmogrov test is normally distributed if the sig value is > 0.05 and vice versa, if the sig value is < 0.05 , then the data is not normally distributed.

**Table 8. One Sample of Kolmogrov
One-Sample Kolmogorov-Smirnov Test**

Unstandardized Residual

N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.45537091
Most Extreme Differences	Absolute	.066
	Positive	.050
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: Processed Data by SPSS 30, 2025

The results of the normality test showed that the significant value was $0.200 > 0.05$. This means that the data is distributed normally.

b) Coefficient of Determination (R^2)

R square is used to see the percentage of the influence of e-service quality on customer satisfaction.

Table 9. Determination Coefficient Results

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.240	2.468

Source: Processed Data by SPSS 30,2025

The results of the determination coefficient showed that the value of the determination coefficient or R square is 0.248 or equal to 24.8%. This means that the variation of the e-service quality variable is 24.8% to the customer satisfaction variable. Meanwhile, the rest ($100\% - 24.8\% = 75.2\%$) were influenced by other variables that were not studied.

c) T Test

The T-test is used to see the significant influence of e-service quality variables on customer satisfaction. It is stated that it is affected if the value of t is calculated $> t$ of the table and the value of sig < 0.05 .

Table 10. T Test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.887	3.050		4.225	.000
E-Service Quality	.236	.042	.498	5.681	.000

Source: Processed Data by SPSS 30, 2025

The results of the t-test showed that the t-value of the calculation ($5.681 > t$ of the table (1.660) and the significant value of $0.000 < 0.05$, the e-service quality variable had a significant influence on customer satisfaction. Meanwhile, the value of the regression coefficient is 0.236, which indicates that it has a positive value. Thus, e-service quality has a positive and significant influence on customer satisfaction of PLN mobile users at PT PLN (Persero) ULP Mattoanging.

3.2 Discussion

3.2.1 E-Service Quality PLN Mobile at PT PLN (Persero) ULP Mattoanging

The average response of respondents to the e-service quality variable was 3.49, included in the "excellent" category. The indicator with the highest score was contact (3.61), supported by the ease of access to various communication channels such as telephone, email, live chat, and social media. Meanwhile, the responsiveness indicator obtained the lowest score (3.19), although it was still in the "good" category. This finding was strengthened by interviews with customers who stated that the handling of complaints through PLN Mobile was relatively fast, with the arrival of officers about two hours after the report. PLN's management also mentioned that the target for resolving the outage was set at less than 25 minutes, although other services such as new installations or power changes took several days to complete.

3.2.2 Customer Satisfaction of PLN Mobile Users at PT PLN (Persero) ULP Mattoanging

The average response of respondents to customer satisfaction was 3.35, which falls into the "very satisfactory" category. The indicator with the highest score was interest in returning visits (3.47), indicating that PLN Mobile customers at PT PLN (Persero) ULP Mattoanging are willing to use the service again. The indicator with the lowest score was willingness to recommend (3.24), which was in the "satisfactory" category. This finding was strengthened by interviews with customers who stated that PLN Mobile makes it easy to access electricity services without the need to come to the office, and can be used at any time for 24 hours. PLN's management also mentioned that this application is designed for various services such as complaints, payments, and new installations. However, the low willingness to recommend is suspected to be due to the limited public understanding of the application.

3.2.3 The Influence of E-Service Quality on Customer Satisfaction of PLN Mobile Users at PT PLN (Persero) ULP Mattoanging

The results of the t-test showed that the t-value was calculated $(5.681) > t_{table} (1.660)$ and the significance was $0.000 < 0.05$, indicating that e-service quality has a significant influence on customer satisfaction. The coefficient value of 0.236 shows a positive influence, meaning that the better the quality of digital services provided, the more customer satisfaction will also increase. Meanwhile, the results of the determination coefficient test showed that e-service quality affected customer satisfaction by 24.8%, while the remaining 75.2% was influenced by other variables outside this study.

This research is consistent with the findings of Riyanti and Danang Satrio (2024) and Akhirilanda et al. (2023) who examined the effect of e-service quality on customer satisfaction among PLN Mobile users, and indicated that e-service quality has a positive and significant impact on customer satisfaction. Additionally, Adhany Cantika and Marheni Eka (2023) investigated the influence of e-service quality and e-trust on customer satisfaction through Shopee Food features at MSMEs in Bandung, which indicated that e-service quality in Shopee Food significantly affects customer satisfaction among SMEs in Bandung. Similarly, Pradnyana (2023) studied the effect of service quality and e-service quality on customer satisfaction among Bukit Vista Hospitality customers, and the results indicated that improvements in e-service quality increase customer satisfaction.

4. CONCLUSION

The conclusion of this study is that the e-service quality of PLN mobile at PT PLN (Persero) ULP Mattoanging is classified as very good, characterized by efficient service and the availability of a reliable system, fulfill user needs, privacy protection, fast responsiveness, compensation, and ease of access to service contacts. Good service quality can increase the influence of service in meeting customer blindness. In addition, customer satisfaction is in the very satisfactory category, reflected in the suitability of expectations for the service, the customer's interest in using the service again, and the willingness to recommend PLN mobile to others. This level of satisfaction can create a positive experience and support long-term relationships between customers and service providers. This study also shows that e-service quality has a positive and significant influence on customer satisfaction, so that the better the e-service quality, the more satisfying it is felt by customers.

Based on the results of the research, it is recommended that PT PLN (Persero) ULP Mattoanging improve its e-service quality, especially in the aspect of responsiveness by providing quick responses and appropriate solutions to customer requests and problems. In addition, it is important for PT PLN (Persero) ULP Mattoanging to maintain consistency in the quality of its services in order to build customer trust and increase their willingness to recommend PLN mobile services to the wider community.

Theoretically, the findings strengthen the understanding of e-service quality as an important determinant of customer satisfaction. The results add to existing theories by emphasizing that aspects such as responsiveness, system reliability, and ease of access are crucial components that shape customers' overall service experience. Practically, the study offers insights that can be applied by PT PLN (Persero) and similar service providers to improve the elements of e-service quality that have a direct impact on customer satisfaction and loyalty. These findings can serve as a reference in developing more effective strategies for enhancing e-service performance.

This study has several limitations, including the number of samples that is only limited to customers of PT PLN (Persero) ULP Mattoanging so that the results cannot be generalized widely. In addition, the variables studied only focused on e-service quality and customer satisfaction. The short duration of the study also limits the opportunity to see the overall development and change in customer satisfaction in the long term.

Therefore, for future researchers, it is recommended that variables such as offline service quality, ease of access, service trust, and service design be studied as other variables. Meanwhile, the number of samples and research objects can go to other PLN units in order to provide a deep understanding and produce more representative research.

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