



THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER TRUST ON CUSTOMER SATISFACTION AT PT. PLN PERSERO, KENDARI CITY AREA

Dzulfikri Azis Muthalib

Halu Oleo University, Kendari, Indonesia

Corresponding Author: fikriazis12@uho.ac.id

<p>Info Article</p> <p>Received : 01 December 2024</p> <p>Revised : 06 Januari 2025</p> <p>Accepted : 02 Februari 2025</p> <p>Publication : 28 Februari 2025</p>	<p>Abstract: <i>This study aims to analyse the effect of service quality and customer trust on customer satisfaction. Service quality is measured through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy, while customer trust is measured based on the aspects of honesty, benevolence, and competence. The method used is a quantitative approach with multiple regression analysis techniques. Research data was collected through a questionnaire distributed to 55 customer respondents. The results showed that service quality had a positive and significant effect on customer satisfaction, indicating that the better the customer's perception of service reliability and responsiveness, the higher the level of satisfaction felt. Customer trust was found to have a positive and significant effect on customer satisfaction. This means that when customers feel that the service is honest, transparent, and consistent, their level of satisfaction increases. The practical implication of this study is that it is necessary to continuously improve service quality standards and maintain transparency and accountability in order to strengthen customer trust, thereby achieving long-term satisfaction and loyalty.</i></p>
<p>Keywords: Service Quality, Customer Trust, Customer Satisfaction</p> <p>Kata Kunci: Kualitas Layanan, Kepercayaan Pelanggan, Kepuasan Pelanggan</p>	<p>Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan kepercayaan pelanggan terhadap kepuasan pelanggan. Kualitas layanan diukur melalui dimensi tangibles, reliability, responsiveness, assurance & empathy, sedangkan kepercayaan pelanggan diukur berdasarkan aspek kejujuran, benevolence, dan kompetensi. Metodenya adalah pendekatan kuantitatif dengan teknik analisis regresi berganda. Data penelitian dikumpulkan melalui penyebaran kuesioner kepada 55 responden pelanggan. Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif & signifikan terhadap kepuasan pelanggan, yang mengindikasikan bahwa semakin baik persepsi pelanggan terhadap keandalan dan ketanggapan layanan, maka semakin tinggi pula tingkat kepuasan yang dirasakan. Kepercayaan pelanggan terbukti berpengaruh positif & signifikan terhadap kepuasan pelanggan. Artinya ketika pelanggan merasa jujur, transparan, dan konsisten dalam memberikan layanan, maka tingkat kepuasan mereka semakin meningkat. Implikasi praktis dari penelitian ini adalah bahwa perlu terus meningkatkan standar kualitas layanannya serta menjaga transparansi dan akuntabilitas guna memperkuat kepercayaan pelanggan, sehingga kepuasan dan loyalitas jangka panjang dapat tercapai.</p>
<p>Licensed Under a Creative Commons Attribution 4.0 International License</p> 	

INTRODUCTION

The current era of globalization demands that every company improve the quality of its services professionally in accordance with their respective fields. Rapid technological change and the massive flow of information encourage companies to produce products and services that are able to meet both the needs and desires of consumers. In an increasingly competitive environment, companies are required not only to offer products but also to create positive experiences for consumers that lead to satisfaction. Customer satisfaction has become one of the key indicators of business success, as satisfied customers tend to be loyal, willing to repurchase, and even recommend the product or service to others.

Customer satisfaction is not only related to product performance but is also closely linked to the quality of service provided. Consumers evaluate not only the functional benefits they receive but also how they are treated by the company. Companies that are able to provide services that meet or even exceed customer expectations will gain a positive image in the eyes of society. According to Kotler in Satriawan (2019), quality must begin with the needs and desires of customers and end with the perception of customers. Thus, quality is not determined by the company itself but by customers' experiences in consuming the service.

In Indonesia, State-Owned Enterprises (SOEs) play a very important role because many of them operate in sectors that are essential to the daily lives of the people. SOEs are not only required to pursue profit but also to provide the best services to society as part of their social responsibility. Therefore, the image of SOEs in the eyes of the public largely depends on how well they maintain trust and provide customer satisfaction.

One SOE with a vital role is PT. PLN (Persero), the state-owned electricity provider in Indonesia. Electricity is a basic necessity of modern society, not only for households but also for supporting industrial, educational, health, and other sectors. With the increasing demand for electricity alongside economic growth, PLN is required not only to ensure the availability of electrical energy but also to deliver high-quality services to all of its customers. In an effort to improve service, since 2009 PLN has introduced an innovation in the form of *Prepaid Electricity Service (Listrik Prabayar – LPB)*. This system differs from the conventional postpaid system previously in place. In the prepaid system, customers purchase electricity tokens or credit in advance before consumption. This innovation is considered more practical as customers have greater control over their electricity usage and can adjust it according to their needs. Amrowani (2020) explains

that this system is expected to reduce problems such as late payments and arrears. Meanwhile, Zaky (2020) emphasizes that modern society demands services that are practical, fast, and flexible, making prepaid electricity a suitable solution in line with current needs.

Nevertheless, empirical evidence shows that in the Kendari City Area of PLN, there are still many public complaints regarding the services provided. This indicates the necessity of thoroughly evaluating the extent to which service quality has been delivered, the level of customer trust, and customer satisfaction with the prepaid electricity system. If service-related issues are not immediately addressed, customer satisfaction will continue to decline, and PLN's image as a public service provider will be jeopardized. This situation is even more critical given the enactment of Law No. 20 of 2002 on Electricity, which allows other electricity providers besides PLN to operate. In other words, PLN is no longer the sole electricity provider in Indonesia and must be prepared to face competition. Thus, improving service quality and building customer trust become crucial keys to maintaining the company's existence and image.

In the context of customer satisfaction, several scholars have explained its definition. Kotler in Satriawan (2019) states that satisfaction is a person's feeling after comparing the performance received with their expectations. If the performance is lower than expected, the customer will be disappointed; if it meets expectations, the customer will be satisfied; and if it exceeds expectations, the customer will be very satisfied. This aligns with Czepiel in Darmawan (2020), who emphasized that satisfaction arises from the gap between expectations and reality. Hawkins and Lonney in Arfandy (2017) even noted that customer satisfaction indicators include expectation confirmation, ease of obtaining the product or service, and the willingness of customers to recommend it to others.

The first factor influencing customer satisfaction is *service quality*. Tjiptono in Asmoro (2017) states that service quality is the expected level of excellence and control over that level to fulfill customer desires. Parasuraman et al. in Endah (2019) introduced the *SERVQUAL model*, which has been widely used in service marketing research. The model consists of five dimensions: tangibles (physical evidence), empathy, reliability, responsiveness, and assurance. These five dimensions are the main benchmarks in assessing service quality, so companies aiming to enhance customer satisfaction must consistently pay attention to all these aspects. In addition to service quality, another factor affecting customer satisfaction is *trust*. Morgan and Hunt in Satriawan (2019) define trust

as a customer's belief in the reliability and integrity of a company. Rousseau in Endah (2019) further states that trust is a psychological state reflecting a willingness to accept vulnerability based on positive expectations of another party's behavior. Flavian and Giunaliu in Arfandy (2017) explain that trust is formed through three key elements: honesty, benevolence, and competence. Therefore, without trust, long-term relationships between customers and companies cannot be established.

Several previous studies show mixed results regarding the relationship between service quality, trust, and customer satisfaction. Research by Nasution and Lesmana (2018), Jacklin, Mandev, and Tampenawas (2019), and Soeprajitno, Ichsanudin, and Bahrowi (2018) found that service quality has a positive and significant effect on customer satisfaction. However, Asmoro (2017) reported contrasting findings, stating that service quality does not significantly affect customer satisfaction. Similarly, regarding trust, Afifah (2017) found a positive and significant effect on satisfaction, whereas Dindasari (2020) reported that trust does not have a significant effect. These differences reveal a research gap that is worth further exploration, especially in the context of PLN's prepaid electricity customers in Kendari City.

Based on the above explanation, it is clear that service quality and customer trust are two important factors that potentially influence customer satisfaction at PLN, particularly among prepaid electricity users. Considering the high number of public complaints and the critical role of PLN as a public service provider, research on the influence of service quality and customer trust on customer satisfaction with prepaid electricity in PLN Kendari City Area becomes relevant and urgent. This research is expected to provide empirical evidence on the extent to which PLN's service and trust-building efforts create customer satisfaction, as well as contribute to service improvement in the future. Therefore, the title of this study is "The Influence of Service Quality and Customer Trust on Customer Satisfaction with Prepaid Electricity at PT. PLN (Persero) Kendari City Area."

METHOD

This research was conducted at PT. PLN Persero, Kendari City Area, with considerations based on field mastery and the ease of obtaining valid data to examine the influence of service quality and customer trust on customer satisfaction. The population of this study consists of all customers of PT. PLN Persero, Kendari City Area, although the exact number is unknown. Therefore, the sampling technique employed is purposive

sampling, which involves selecting sample members based on specific purposes and considerations. The established criteria for the sample include customers who use prepaid electricity and are over 17 years of age, as individuals at this age are considered more capable of providing relevant responses to the research questionnaire. The number of samples was determined as five times the number of estimated indicators, resulting in a total of 55 respondents. The sampling method used was accidental sampling, in which individuals who spontaneously encountered the researcher and met the criteria were immediately included as respondents.

The types of data used in this study consist of primary and secondary data. Primary data were obtained directly from respondents through questionnaires and interviews concerning service quality, customer trust, and customer satisfaction. Secondary data were collected from company documents relevant to the research, such as the history of company development and organizational structure. Data collection was carried out through questionnaire distribution as well as face-to-face interviews with parties considered capable of providing supporting information for the study.

Data measurement utilized a Likert scale ranging from 1 to 5, where the response “strongly disagree” was assigned a score of 1, “disagree” a score of 2, “neutral” a score of 3, “agree” a score of 4, and “strongly agree” a score of 5. This scale was used to measure the attitudes, opinions, and perceptions of respondents toward the phenomena being studied. The research instruments were first tested for validity and reliability. The validity test was conducted to ensure that the instruments accurately measured the intended variables, using Pearson’s product-moment correlation at a 0.05 significance level through the SPSS program. An instrument was considered valid if it met the minimum coefficient value of 0.30. Meanwhile, the reliability test was conducted to confirm the consistency of the measurement tool using the same method. An instrument was deemed reliable if it achieved a minimum alpha value of 0.60.

The collected data from questionnaires and interviews were processed in several stages, including editing to select representative data, coding to classify respondents’ answers into categories which were then assigned scores, and tabulation to compile the responses into tables, thereby facilitating quantitative analysis. The analytical method employed was multiple linear regression analysis with the equation $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + e$, where Y represents customer satisfaction, X1 represents service quality, and X2 represents customer trust. Hypothesis testing was carried out using the F-test to

determine the simultaneous effect of the independent variables on the dependent variable, as well as the t-test to determine the partial effect of each independent variable.

The operational definitions of variables in this study include service quality, customer trust, and customer satisfaction. Service quality was measured using five dimensions: tangibles, which reflect the company’s ability to demonstrate its existence; reliability, which indicates the ability to deliver services accurately as promised; responsiveness, which relates to the speed and accuracy of service delivery; assurance, which reflects the employees’ knowledge and politeness in fostering trust; and empathy, which refers to sincere and individualized attention to customer needs. Customer trust was defined as the belief that the company could deliver value beyond customer expectations, measured through indicators of honesty, benevolence, and competence. Customer satisfaction was measured based on expectation conformity, ease of access to products or services, and willingness to recommend PLN’s services to others.

Through this structured research methodology, it is expected that a comprehensive understanding can be obtained regarding the influence of service quality and customer trust on customer satisfaction at PT. PLN Persero, Kendari City Area.

RESULTS AND DISCUSSION

Results

Table 1 presents the computation results from the multiple regression analysis conducted to test the research model.

Table 1. Multiple Regression Analysis Computation Results

Influence Between Variables		Standardized Coefficient	Sig.t
Service Quality	Customer Satisfaction	0.603	0.000
Customer Trust	→ Customer Satisfaction	0.376	0.000
R = 0,953	F-value = 255.664		
R _{Square} = 0,908	Sig. F = 0.000		

Source: Primary Data Processed with SPSS Version 24

Based on the results of the multiple regression analysis presented in Table 1, the multiple regression equation is as follows:

$$Y = 0,603X1 + 0,376X2$$

The interpretation of the multiple regression analysis results is as follows: The value of R = 0.953 indicates that the correlation between the independent variables (service quality and customer trust) and customer satisfaction is very strong. The R

Square value of 0.908 shows that this regression model is able to explain 90.8% of the variation in customer satisfaction, while the remaining 9.2% is explained by other variables not included in this model. This high R Square value indicates that the accuracy of the model is very good, as it exceeds 60%.

The analysis also highlights that the service quality variable has a higher standardized coefficient compared to customer trust, implying that service quality is the most dominant factor influencing customer satisfaction at PT. PLN Persero, Kendari City Area. Therefore, improving service quality is considered crucial for enhancing customer satisfaction in this company.

Hypothesis Testing

H1. Service Quality Has a Positive and Significant Effect on Customer Satisfaction

The test results for the effect of service quality on customer satisfaction show a standardized coefficient value of 0.603 with a significance value of 0.000 ($< \alpha = 0.05$). This indicates that service quality has a positive and significant effect on customer satisfaction. This means that better service quality will significantly enhance customer satisfaction. Therefore, the first hypothesis is accepted.

H2. Customer Trust Has a Positive and Significant Effect on Customer Satisfaction

The test results for the effect of customer trust on customer satisfaction show a standardized coefficient value of 0.376 with a significance value of 0.000 ($< \alpha = 0.05$). This shows that customer trust has a positive and significant effect on customer satisfaction. This implies that stronger customer trust will significantly improve customer satisfaction. Therefore, the second hypothesis is accepted.

H3. Service Quality and Customer Trust Simultaneously Have a Positive and Significant Effect on Customer Satisfaction

The F-test results show an F-value of 255.664 with a significance value of 0.000 ($< \alpha = 0.05$). This indicates that service quality and customer trust together have a positive and significant effect on customer satisfaction. Thus, the combination of improving service quality and strengthening customer trust is proven to significantly increase customer satisfaction at PT. PLN Persero, Kendari City Area. Therefore, the third hypothesis is accepted.

Discussion

Service Quality and Customer Satisfaction

The results of this study reveal that service quality, measured through dimensions such as tangibles, reliability, responsiveness, assurance, and empathy, has a positive and statistically significant effect on customer satisfaction. This indicates that when customers perceive the services provided by PT. PLN Persero, Kendari City Area as reliable, responsive, professional, and empathetic, they are more likely to feel satisfied and maintain a positive perception of the company. Electricity as a public utility service carries a unique position compared to other service industries. Customers view electricity as a basic necessity, thus their expectations toward service continuity, billing transparency, and problem-solving speed are very high. When these expectations are met, customers not only report higher levels of satisfaction but also exhibit greater loyalty and reduced complaints.

This finding is consistent with the SERVQUAL framework introduced by Parasuraman et al. (1988), which emphasizes that service quality dimensions strongly influence customer perceptions and satisfaction. In addition, Kotler and Keller (2016) argued that service quality is one of the main determinants of customer loyalty and long-term retention. More recent studies also reinforce this view. For instance, Rahmadani et al. (2021) found that service quality significantly influences customer satisfaction in Indonesian public service companies, while Widodo and Harsono (2022) confirmed that reliability and responsiveness are the most critical factors in determining satisfaction among utility customers.

Similar results were also observed in the electricity sector. Research by Hidayat et al. (2023) in PLN Baras District found that responsiveness and reliability were the strongest predictors of customer satisfaction. Furthermore, Kusuma and Pratama (2020) highlighted that empathy and assurance play an equally important role in enhancing customer perceptions of fairness and trustworthiness. From a strategic perspective, improving service quality is not merely an operational issue but also a competitive advantage, even in monopoly-based utilities like PLN. This is aligned with the findings of Fatima and Razzaque (2020), who stated that in service-oriented industries, continuous service quality improvement strengthens public trust and builds long-term sustainable relationships.

Therefore, PT. PLN Persero Kendari must continuously evaluate and upgrade its service delivery mechanisms. Particular attention should be given to customer care

responsiveness, the transparency of information regarding outages and billing, and the consistency of reliable electricity supply. By doing so, PLN can sustain and even enhance customer satisfaction while reinforcing its reputation as a trustworthy public service provider.

Customer Trust and Customer Satisfaction

This study also demonstrates that customer trust, measured through honesty, benevolence, and competence, has a positive and significant influence on customer satisfaction. This indicates that when customers trust PLN as a provider capable of fulfilling promises, acting fairly, and consistently delivering electricity services, their satisfaction levels increase.

Trust is a fundamental construct in relationship marketing. Morgan and Hunt (1994) emphasized that trust is central to long-term relationships because it reduces perceived risk and uncertainty. In utility services, where customers depend on uninterrupted access to electricity, the role of trust becomes even more crucial. Customers need assurance not only that the electricity supply will be stable, but also that billing will be fair, transparent, and accurately measured.

Empirical findings also support this argument. Gefen (2000) highlighted that trust in service providers enhances positive perceptions and reduces uncertainty, especially in industries where customers have limited control. More recent studies, such as those by Susanti et al. (2020) and Raharjo & Setiawan (2022), confirm that trust significantly mediates the relationship between service quality and customer satisfaction in public sector services. In the Indonesian electricity sector, research by Putri and Nugroho (2021) found that customer trust positively influences both satisfaction and loyalty, particularly in regions where service disruptions are frequent.

In practice, PT. PLN Persero Kendari can strengthen customer trust by prioritizing transparent communication about tariffs, providing accurate information regarding outages, and ensuring reliability in electricity distribution. Moreover, implementing customer-centric programs such as proactive outage notifications, digital platforms for complaint handling, and fair compensation policies during service interruptions can reinforce customer trust. This aligns with the findings of Santoso et al. (2021), who demonstrated that proactive communication and fairness in service recovery increase both trust and satisfaction among utility customers.

CONCLUSION

The findings of this study confirm that service quality, measured through tangibles, reliability, responsiveness, assurance, and empathy, has a positive and significant influence on customer satisfaction at PT. PLN Persero Kendari City Area. Customers who perceive services as reliable, responsive, professional, and empathetic are more likely to feel satisfied and develop a positive perception of the company. This is in line with the SERVQUAL model developed by Parasuraman et al. (1988) and supported by more recent studies such as Rahmadani et al. (2021), Widodo and Harsono (2022), and Hidayat et al. (2023), which demonstrate that service quality remains the dominant factor influencing satisfaction in utility and public service industries. Electricity as a basic need places customers in a position where efficiency, timely service delivery, and problem resolution are highly valued. When PLN employees demonstrate competence, provide transparent communication, and show empathy toward customer needs, the result is greater trust and satisfaction. The results also show that customer trust, which is measured through honesty, benevolence, and competence, exerts a significant impact on customer satisfaction. Customers who perceive PLN as honest in billing, benevolent in its services, and competent in maintaining electricity distribution tend to express higher levels of satisfaction. This is consistent with the theory of relationship marketing proposed by Morgan and Hunt (1994), which positions trust as a central factor in fostering loyalty, and it also aligns with the findings of Susanti et al. (2020), Putri and Nugroho (2021), and Santoso et al. (2021), who emphasized that customer trust acts as a mediator that strengthens the relationship between service providers and satisfaction. In the case of PLN, trust becomes particularly crucial because electricity supply is essential for households, businesses, and industries. Transparency in communication, accuracy in billing, and proactive service updates serve as key elements in reinforcing customer trust, which in turn boosts satisfaction.

When considered simultaneously, service quality and customer trust both have a significant effect on customer satisfaction. This suggests that improving one factor without the other may not be sufficient to achieve sustainable customer satisfaction. For PLN, this implies that high-quality service delivery must be consistently accompanied by transparent, fair, and trustworthy practices. Satisfied customers are more likely to remain loyal, continue using PLN services, and recommend them to others, thereby ensuring long-term engagement. These findings echo recent research by Fatmawati and Lestari (2020) as well as Hakim and Pratama (2022), who found that a combination of

quality service and strong trust significantly enhances satisfaction and loyalty in the public utility sector.

From a managerial perspective, these findings provide several implications for PT. PLN Persero Kendari City Area. First, responsiveness and reliability should be strengthened, as they represent the most influential dimensions of service quality, which can be achieved through the use of digital platforms to provide faster complaint handling and real-time responses. Second, transparent communication regarding billing systems, outage schedules, and service recovery programs should be improved to enhance customer trust and minimize dissatisfaction. Third, cultivating a customer-centric organizational culture through employee training in empathy, communication, and problem-solving is crucial to embed customer-first values in daily operations. Moreover, billing accuracy must be maintained through consistent audits and transparent reporting systems, as fair billing directly impacts customer trust. Service recovery initiatives, such as compensation or priority service restoration in the event of outages, should also be considered as part of a broader strategy to strengthen customer satisfaction and loyalty. Finally, leveraging technology through the use of smart meters, automated outage detection, and mobile payment systems will not only improve operational efficiency but also enhance perceptions of PLN as a modern and competent service provider.

In conclusion, the study provides strong evidence that both service quality and customer trust play vital roles in shaping customer satisfaction at PT. PLN Persero Kendari City Area. The theoretical contributions of this research confirm the relevance of SERVQUAL and trust-based relationship marketing models in the context of public utility services, while the empirical evidence aligns with recent studies conducted after 2019 that highlight the importance of these two factors. Practically, the results emphasize that continuous improvement in service quality and sustained efforts to build customer trust are essential strategies for PLN to enhance satisfaction, loyalty, and long-term sustainability.

REFERENCES

- Alma, B. (2004). *MANAJEMEN PEMASARAN DAN PEMASARAN JASA* (Cet. ke-6). Bandung: Alfabeta.
- Belch, G. E., & Belch, M. A. (2009). *ADVERTISING AND PROMOTION: AN INTEGRATED MARKETING COMMUNICATION PERSPECTIVE* (8th ed.). New York, NY: Pearson Education.

- Djaslim, S. (2003). *INTISARI PEMASARAN DAN UNSUR-UNSUR PEMASARAN*. Bandung: Linda Karya.
- Fatmawati, D., & Lestari, R. (2020). SERVICE QUALITY AND TRUST IN BUILDING CUSTOMER SATISFACTION AND LOYALTY IN PUBLIC UTILITIES. *International Journal of Service Management and Sustainability*, 5(2), 123–135.
- Gefen, D. (2000). E-COMMERCE: THE ROLE OF FAMILIARITY AND TRUST. *Omega*, 28(6), 725–737.
- Hakim, R., & Pratama, Y. (2022). THE ROLE OF SERVICE QUALITY AND TRUST ON CUSTOMER SATISFACTION: EVIDENCE FROM ELECTRICITY CONSUMERS. *Journal of Business and Management Review*, 3(8), 487–498.
- Hidayat, A., Prasetyo, B., & Rahayu, S. (2023). SERVICE QUALITY DIMENSIONS AND THEIR EFFECT ON CUSTOMER SATISFACTION: A STUDY IN THE PUBLIC SECTOR. *Asian Journal of Business and Management*, 11(1), 45–57.
- Kotler, P. (2001). *MANAJEMEN PEMASARAN* (Edisi Milenium, Jilid 1). Jakarta: Prenhallindo.
- Kotler, P. (2005). *MARKETING MANAGEMENT: THE MILLENIUM EDITION*. Upper Saddle River, NJ: Prentice Hall.
- Kotler, P. (2008). *MANAJEMEN PEMASARAN* (Edisi 12, Jilid 2). Jakarta: Indeks.
- Kotler, P. (2009). *MANAJEMEN PEMASARAN* (Jilid 1, Edisi 12, Cet. ke-3). Jakarta: Indeks.
- Kotler, P., & Keller, K. L. (2016). *MARKETING MANAGEMENT* (15th ed.). Pearson Education.
- Morgan, R. M., & Hunt, S. D. (1994). THE COMMITMENT-TRUST THEORY OF RELATIONSHIP MARKETING. *Journal of Marketing*, 58(3), 20–38.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A MULTIPLE-ITEM SCALE FOR MEASURING CONSUMER PERCEPTIONS OF SERVICE QUALITY. *Journal of Retailing*, 64(1), 12–40.
- Putri, A., & Nugroho, H. (2021). THE MEDIATING ROLE OF TRUST IN THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION. *Journal of Economics and Business*, 8(4), 220–230.

- Rahmadani, N., Siregar, M., & Yusuf, A. (2021). SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION IN THE ELECTRICITY SECTOR. *Journal of Management Science*, 19(2), 95–106.
- Santoso, T., Dewi, L., & Arifin, R. (2021). TRUST AND SATISFACTION: BUILDING SUSTAINABLE CUSTOMER RELATIONSHIPS IN PUBLIC SERVICES. *International Journal of Public Sector Performance Management*, 7(3), 341–358.
- Singarimbun, M., & Effendi, S. (1995). *METODE PENELITIAN SURVEI*. Jakarta: LP3ES.
- Solimun. (2002). *MULTIVARIATE ANALYSIS STRUCTURAL EQUATION MODELLING (SEM) LISREL DAN AMOS*. Malang: Fakultas MIPA, Universitas Brawijaya.
- Sugiyono. (2001). *METODE PENELITIAN BISNIS*. Bandung: Alfabeta.
- Susanti, E., Wahyuni, R., & Prabowo, H. (2020). CUSTOMER TRUST AND SATISFACTION IN PUBLIC SERVICES: THE ROLE OF TRANSPARENCY AND ACCOUNTABILITY. *Journal of Administrative Science*, 17(1), 67–78.
- Swastha, B., & Irawan. (2003). *MANAJEMEN PEMASARAN MODERN* (Edisi 2). Yogyakarta: Liberty.
- Widodo, A., & Harsono, Y. (2022). ENHANCING CUSTOMER SATISFACTION THROUGH SERVICE QUALITY IMPROVEMENT: EVIDENCE FROM THE UTILITY INDUSTRY. *Journal of Business and Economic Development*, 7(1), 15–25.