

Analysis Of Commercial Customer Satisfaction Level In PT Perusahaan Gas Negara (Persero) Tbk SBU Distribusi Wilayah III Sumatera Bagian Utara

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ABSTRACT

This study examined of Commercial Customer Satisfaction Level In PT Perusahaan Gas Negara (Persero) Tbk, SBU Distribusi Wilayah III Sumatera Bagian Utara. . The study used descriptive statistical analysis using cartesian diagram which divided into four parts bounded by two lines that intersect perpendicularly at points X and Y. This diagram is also called the importance-performance matrix is used to describe the priority dimension of service quality. or service attributes that need to be improved and serve as a guide for formulating improvement strategies based on decrease in the number of customers in the commercial customer segment from 579 customers in 2012 to 540 customers in 2017, while customers in other segments, namely industry and households increased. The population in this study is all commercial customers in the State Gas Company (Persero) Tbk SBU Distribusi Region III in Medan City as many as 540 commercial customers during the period of 2018. Sampling technique in this study by using probability sampling method with simple random sampling technique. From the results of the research and discussion described in the previous chapter, it is concluded that based on the Descriptive Analysis and Cartesian Diagram Analysis that the influence of service quality consists of: tangible (direct evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee).), and empathy for the level of satisfaction of commercial customers at PT. Perusahaan Gas Negara (Persero) SBU Distribusi Wilayah III Sumatera Bagian Utara is categorized as sufficient. From the five dimensions of service quality, the most dominant variable in service improvement is the tangible variable (direct evidence).

Keywords : *Commercial Customer Satisfaction Level, Servqual*

INTRODUCTION

Customer segmentation in PT. Perusahaan Gas Negara (PGN) consists of three types of customers, namely industrial, commercial and household. This customer segmentation is differentiated based on the volume of gas consumption. Household customers with a maximum volume of natural gas consumption of 50 m³ /month, commercial customers with a volume of natural gas consumption of 50 m³ /month to 1000 m³ /month (this type of customer such as hospitals, malls, restaurants, bakeries and others), and industrial customers with natural gas volume consumption above 1000 m³/month. In achieving the target in gas management to customers, the Company divides its business area into Business Strategy Unit (SBU). One of them is the SBU Distribution Region III North Sumatra which distributes gas to the city of Medan. In PGN's annual report from 2012-2017, SBU Distribution Region III North Sumatra saw a decrease in the number of customers in the commercial customer segment from 579 customers in 2012 to 540 customers in 2017, while customers in other segments, namely industry and households increased.

Based on the previous description, the decrease in the number of commercial customers since 2012 to 2017 so it is necessary to conduct research to determine the reason for the decrease in the number of customers. Whether the decrease in the number of customers is because

customers are dissatisfied with the service provided by PGN which indicates customer dissatisfaction so it is necessary to know the extent to which the quality of service affects customer satisfaction. Based on the background description above, the problem is formulated as follows, how the influence of service quality consisting of: tangible, reliability, responsiveness, assurance, and empathy on the level of commercial customer satisfaction in PT. Perusahaan Gas Negara (Persero) SBU Distribusi Wilayah III Sumatera Bagian Utara.

THEORETICAL FRAMEWORK

Servqual is built on a comparison of two main factors, namely the customer's perception of the actual service they receive (perceived service) with the service that is actually expected (expected service). Servqual is a service quality model that has been widely referenced in marketing research developed by Parasuraman, Zeithaml, and Berry. Service is a major factor in influencing customer decisions. There are five dimensions of the Servqual model developed by Parasuraman et al (1988) in Raspor, S. (2010) as follows: (1) Tangible, namely the company's ability to show its existence to external parties. The appearance and capability of the company's physical facilities and infrastructure. Reliable environmental conditions are tangible evidence of the services provided by the service provider. This includes physical facilities (examples: buildings, warehouses, etc.), equipment and tools used (technology), as well as the appearance of employees. (2) Reliability, which is the company's ability to deliver service as promised accurately and reliably. Performance must be in line with customer expectations which means punctuality, equal service for all customers without errors, a sympathetic attitude, and with high accuracy. (3) Responsiveness, which is a policy to help and provide fast (responsive) and appropriate service to customers, with clear delivery of information. Leaving customers waiting creates a negative perception of the quality of service. (4) Assurance, namely the knowledge, decency, and ability of company employees to cultivate customer trust in the company. This includes several components including communication, credibility, security, competence, and courtesy. (5) Empathy, which is to give sincere and individual or personal attention to customers by trying to understand the wishes of customers. It expects that a company has the understanding and knowledge (Gruber, T., 2011).

To understand all the information that will be used in the conceptual framework then compiled the research background starting with identify problems from the results of observations such as: initial data collection (decrease in the number of commercial customers in PGN). The decrease in the number of customers indicates customer dissatisfaction with the service received. The difference between the expected level of satisfaction and that of the customer /Gap will be analyzed using the five dimensions of SERVQUAL service quality. Referring to the theory developed by Parasuraman, A., Berry, L., & Zeithaml, V. (2002). which identifies 5 (five) dimensions of service quality based on customer perception, namely tangible, reliability, responsiveness, assurance, and empathy towards the level of customer satisfaction.

METHODS

This research was conducted at PT. Perusahaan Gas Negara (Persero) Tbk SBU Distribusi Wilayah III Sumatera Bagian Utara, started for 2 (two) months. This type of research is descriptive research. Descriptive research is a method of examining the status of a group of

people, an object, a set of conditions, a system of thought or a class of events in the present (Atmowardoyo, H.,2018). The population in this study is all commercial customers in the State Gas Company (Persero) Tbk SBU Distribusi Region III in Medan City as many as 540 commercial customers during the period of 2018. Sampling technique in this study by using probability sampling method with simple random sampling technique that is taking Sample members of the population were performed randomly.

Determination of the number of samples using Slovin's formula in Sekaran, U., & Bougie, R. (2019). namely 85 customers. This analysis is the respondents' assessment of the services received, while the ratio is a comparison between the expected value of the service with the value of reality felt by commercial customers. Cartesian diagram. According Haming, Murdifin, et al. (2019)a cartesian diagram is a building divided into four parts bounded by two lines that intersect perpendicularly at points X and Y. This diagram is also called the importance-performance matrix is used to describe the priority dimension of service quality. or service attributes that need to be improved and serve as a guide for formulating improvement strategies.

RESULTS AND DISCUSSION

In this study, the quality of service products / services is determined by five dimensions of Servqual which consists of tangible dimensions (direct evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy). The level of service quality is done by comparing the value of the service expected by the customer with the value of the service felt by the customer. Customer satisfaction examined in the Servqual dimension is the average of the value of the level of service both expected and perceived by customers.

Table 1. Tangible Variabel

No	Item	Expected	Perceived	Ratio
1	Public facilities such as lounge areas, vehicle parking, and other public service facilities used by customers	4,01	2,60	64,81%
2	Facilities and infrastructure provided to customers for services, such as customer complaints phone, website and other recommendations	4,05	2,45	60,47%
3	Clarity of information available to customer needs, such as gas tariffs, new tide information, quota increases, and other information	3,92	2,66	67,87%
4	The number of officers who serve customers both outside and inside the office	3,99	2,49	62,54%
5	Equipment and supplies of officers, while carrying out work and service activities	4,19	2,34	55,90%
Average		4,03	2,51	62,23%

It can be noted that there are several variables from the Tangible service dimension which are categorized as very good, namely the variable Clarity of information available to customer needs by 67.87%, variable Public facilities and other public service facilities used by customers by 64.81%, variable Number of officers serving customers by 62.78%, and the facilities and

infrastructure provided to customers for services amounted to 60.47%. Apart from the four variables above, the Tangible dimension of service is categorized as sufficient, namely the variable equipment and equipment of officers, while carrying out work and service activities by 55.90%. Overall, PGN's average service ratio on tangible variables is 62.23%, so it can be stated that PGN's level of service provided to customers in terms of Tangibles is categorized as very good.

Table 2. Reability Variable

No	Item	Expected	Perceived	Ratio
1	The ability to keep promises for work and services in accordance with the time set	4,01	2,60	64,81%
2	Accuracy of recording of gas usage every month and accuracy of calculation of bills charged to customers	4,05	2,45	60,47%
3	The readiness of officers at all times in responding to customer needs	3,92	2,66	67,87%
4	Seriousness and sincerity in providing services, able to provide the best solutions to customers	3,99	2,49	62,54%
5	Professional skills of officers in solving gas problems experienced by customers	4,19	2,34	55,90%
Average		4,03	2,51	62,23%

It can be noted that there are several variables from the Tangible service dimensions which are categorized as very good, namely the Clarity of information available on customer needs by 67.87%, the variable Public facilities and other public service facilities used by customers by 64.81%, variable Number of officers serving customers by 62.78%, and the facilities and infrastructure provided to customers for services amounted to 60.47%. Apart from the four variables above, the Tangible dimension of service is categorized as sufficient, namely the variable equipment and equipment of officers, while carrying out work and service activities by 55.90%. Overall, PGN's average service ratio on tangible variables is 62.23%, so it can be stated that PGN's level of service provided to customers in terms of Tangibles is categorized as very good.

Table 3. Responsiveness Variable

No	Item	Expected	Perceived	Ratio
1	Speed in servicing in new installation	4,21	2,15	51,12%
2	The speed and willingness of officers in serving so that customers don't have to wait long	4,20	2,21	52,66%
3	Willingness of officers to help solve problems with customers related to service	4,13	2,36	57,26%
4	The speed of officers in serving account payments at the specified place	3,95	2,68	67,86%
5	The response of officers to any customer questions related to services and other information	4,06	2,67	65,80%
Average		4,11	2,42	58,79%

It can be noted that there are several variables from the Responsiveness service dimension which are categorized as very good, namely the speed of officers in serving account payments at the specified place of 67.86%, and the responsiveness of officers to every customer question related to services and other information of 65.80%. Apart from the two variables above, the service dimension variable Responsiveness categorized as sufficient is the variable willingness of officers to help solve problems for customers related to service by 57.26%, variable speed and willingness of officers to serve so that customers don't wait long at 52.66% and variable Speed in serving in new installations by 51.12%. The average level of PGN's service ratio on the Responsiveness variable is 58.79%, so it can be stated that the level of service provided by PGN to customers in terms of Responsiveness is categorized as adequate.

Table 4. Assurance Variable

No	Item	Expected	Perceived	Ratio
1	Guarantee of customer safety and security related to the use of gas products	4,39	2,25	51,21%
2	Guarantees offered on every financial transaction (Certainty and accuracy of the bill payment value)	4,08	2,06	50,43%
3	Payment guarantees that have been determined by PT. PGN	4,20	2,60	61,90%
4	Guarantees to provide fast service for gas distribution disruptions to customers	4,27	2,26	52,89%
5	5 Guarantees of the honesty of officers in providing services to customer	4,24	2,31	54,44%
Average		4,24	2,29	54,17%

It can be noted that there are several variables from the Assurance service dimension which are categorized as sufficient, namely the Guarantee variable for the honesty of officers in providing services to customers by 54.44%, Guarantee to provide fast service to gas distribution disturbances to customers by 52.89%, Guarantee variable for security and safety. customers related to the use of gas products by 51.21%, and the Guarantee variable offered for each financial transaction (Certainty and accuracy of the bill payment value) of 50.43%. Assurance variable which is categorized as very good is the payment guarantee variable which has been set at 61.90%. The level of service ratio on the Assurance variable is an average of 54.17%, so it can be stated that the level of service provided by PGN to commercial customers in terms of Assurance is categorized as adequate.

Table 5. Empahty Variable

No	Item	Expected	Perceived	Ratio
1	Responsiveness and concentration in customer inquiries	4,21	2,33	55,33%
2	Fair treatment of officers to every customer in service	4,09	2,53	61,78%
3	Appearance, courtesy, and friendliness of officers to customers	4,08	2,59	63,40%

No	Item	Expected	Perceived	Ratio
4	Prioritizing the interests of customers in providing services	4,07	2,25	55,20%
5	Service operating hours are in accordance with predetermined conditions	4,04	2,64	65,31%
Average		4,10	2,47	60,16%

It can be noted that there are several variables from the service dimension of Ehfmmh empathy which are categorized as very good, namely the variable Hours of service operation in accordance with the provisions that have been set at 65.31%, the variables Appearance, courtesy, and friendliness of officers to customers by 63.40%, followed by the variable Treatment fairness of officers to each customer in service of 61.78%. Apart from the three variables above, the service Empathy dimension variable is categorized as sufficient, namely the responsiveness and concentration of officers in serving the questions asked by customers is 55.31% and the Prioritizing customer interest variable in providing service 55.20% PGN's service ratio level on the empathy variable in total an average of 60.16% so that it can be stated that the level of service provided by PGN to commercial customers in terms of empathy is categorized as very good.

Based on the Level of Expectancy and Level of Satisfaction of each variable that is used and becomes the basis for determining the coordinates on the Cartesian Diagram or Quadrant Analysis, it can be seen in the following figure:

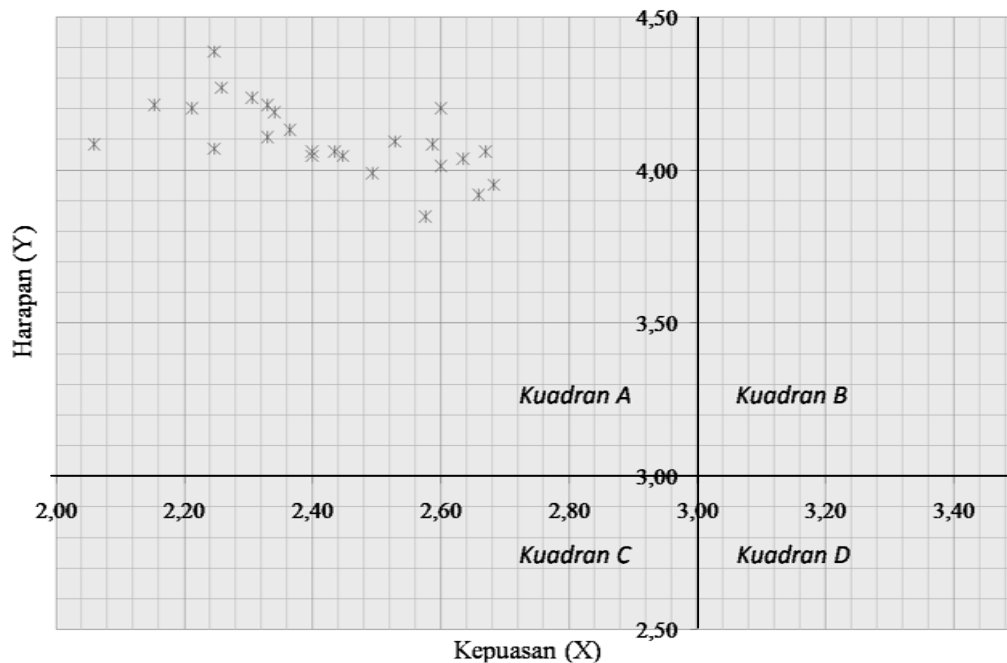


Figure 1. Cartesian Diagram

The interpretation of the quadrant contained in the Cartesian diagram is in quadrant A as a whole, indicating that all variables that affect commercial customer satisfaction on all aspects of the services provided by PGN are in this quadrant whose handling needs to be prioritized. The

performance of all tangible variables, reliability, responsiveness, assurance, and empathy to the level of satisfaction of commercial customers at in PT. Perusahaan Gas Negara (Persero) SBU Distribusi Wilayah III Sumatera Bagian Utara is lower than consumer demand. All variables of the level of importance of service attributes are considered important by customers, while the level of performance provided by PGN has not satisfied commercial customers.

CONCLUSION

From the results of the research and discussion described in the previous chapter, it is concluded that based on the Descriptive Analysis and Cartesian Diagram Analysis that the influence of service quality consists of: tangible (direct evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee).), and empathy for the level of satisfaction of commercial customers at PT. Perusahaan Gas Negara (Persero) SBU Distribusi Wilayah III Sumatera Bagian Utara is categorized as sufficient. From the five dimensions of service quality, the most dominant variable inservice improvement is the tangible variable (direct evidence).

Cartesian diagram shows the factors that affect the satisfaction of commercial customers at PT. Perusahaan Gas Negara (Persero) SBU Distribusi Wilayah III Sumatera Bagian Utara is in quadrant A, which shows all dimensions of service quality handling need to be prioritized by PGN, because of the existence of factors from each dimension of service quality such as tangible (direct evidence), reliability (reliability).), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy) are considered important and affect the satisfaction of commercial customers.

Based on the conclusions, there are suggestions for improving service quality at PT. Perusahaan Gas Negara (Persero) SBU Distribusi Wilayah III Sumatera Bagian Utara in the city of Medan in the future it is necessary to increase the service quality variables which are considered to still have weaknesses and have not met the level of satisfaction desired by commercial customers such as variable:

1. Reliability (reliability) is the ability to show carry out the promised service, fast and reliable
2. Responsiveness (responsiveness), namely responsiveness and willingness to help and provide appropriate services to customers.
3. Assurance, namely the guarantee of services provided by employees so that customers feel safe and secure,
4. Empathy (empathy), namely attention and personal understanding of customers. And still maintain tangibles variables (direct evidence), namely tangible aspects that can be seen physically.

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