

## ABSTRAK

**Abdilah, Lutfi** (2023). *Dampak Penerapan Program Yantek Optimization Terhadap Kualitas Pelayanan Di PLN Unit Layanan Pelanggan Klungkung Bali*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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*Kata-kata kunci:* kualitas, pelayanan, yantek, servqual

Penelitian ini bertujuan menguji ada tidaknya dampak penerapan program Yantek *Optimization* terhadap kualitas pelayanan di PLN Unit Layanan Pelanggan (ULP) Klungkung Bali. Penelitian ini merupakan jenis penelitian kuantitatif. Populasi yang diambil dalam penelitian ini merupakan pelanggan PLN ULP Klungkung dengan jumlah responden 100 orang. Metode pengumpulan data menggunakan kuesioner. Analisis data menggunakan metode *Service Quality* (ServQual), *Importance Performance Analysis* (IPA) dan *Paired Sample T Test*. Hasil penelitian menunjukkan bahwa terdapat perbedaan antara kualitas pelayanan yang diharapkan dengan kualitas pelayanan yang didapatkan pelanggan PLN ULP Klungkung Bali sebelum diterapkan program Yantek *Optimization*. Berdasarkan hasil analisis ServQual dari 5 indikator dimensi kualitas pelayanan keseluruhan memiliki nilai perbedaan antara kualitas pelayanan yang diharapkan dengan kualitas pelayanan yang didapatkan pelanggan. Nilai perbedaan tertinggi sebesar -1,80 (dimensi kepekaan) dan nilai perbedaan terendah sebesar -1,46 (dimensi bukti fisik). Secara keseluruhan dari 5 dimensi kualitas pelayanan sebelum penerapan Yantek *Optimization* PLN ULP Klungkung memiliki nilai kinerja 2,74, nilai harapan 4,32, nilai perbedaan sebesar -1,58 dan nilai perhitungan kualitas pelayanan (Q) sebesar 0,63. Berdasarkan uji *Paired Sample T Test* diperoleh hasil bahwa terdapat perbedaan signifikan penerapan Yantek *Optimization* terhadap kualitas pelayanan PLN ULP Klungkung Bali. Nilai sig (*2-tailed*) sebesar 0,000 dimana lebih kecil dari 0,05. Nilai rata-rata kualitas pelayanan dari 5 indikator dimensi pelayanan yang dinilai pelanggan sebelum penerapan Yantek *Optimization* sebesar 54,73 dan setelah ada penerapan Yantek *Optimization* sebesar 76,86. Hal ini menunjukkan adanya peningkatan nilai rata-rata kualitas pelayanan sebesar 22,13. Diagram Kartesius dari IPA menghasilkan kuadran 1 atau prioritas utama perbaikan pada dimensi *Responsiveness* sebanyak 4 atribut dan dimensi *Reliability* sebanyak 1 atribut.

## **ABSTRACT**

**Abdilah, Lutfi** (2023). *The Impact of Implementing the Yantek Optimization Program on Service Quality at PLN ULP Klungkung Bali*. Thesis, Management Science, Postgraduate Program, Ganesha University of Education.

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*Keywords: Quality, Service, Yantek, Servqual*

*This study aims to evaluate the difference between the expected quality of service and the quality of service obtained by customers before the implementation of the Yantek Optimization (YO) program, test whether there are significant differences in customer service quality before and after the implementation of the YO program, identify the main priorities that need to be improved and what improvements need to be made so that service quality increases according to customer expectations. The population of this research is PLN ULP (Customer Service Unit) Klungkung Bali customers for the period March 2023 as many as 67,857 customers. The Cluster Random Sampling method was chosen as the sampling technique and the slovin formula as the determination of the sample size so that a sample size of 100 respondents was obtained. Integration of two methods is used for data analysis in this study, namely Service Quality (SERVQUAL) and Importance Performance Analysis (IPA). This study also conducted a validity test and reliability test for testing questionnaire instruments and paired sample t test. The results showed that there was a difference between expectations and quality perceived by customers before the YO program was implemented. Overall, the 5 dimensions of service quality before the implementation of YO had a performance score of 2.74 and an expectation score of 4.32. There is a gap score of -1.58 with a service quality calculation value (Q) of 0.63. Analysis of IPA calculations shows that priority improvements are needed in the Responsiveness dimension (Sensitivity) as many as 4 attributes*