

THE EFFECT OF E-SERVICE QUALITY ON CUSTOMER SATISFACTION WITH COMPLAINT HANDLING AND CUSTOMER TRUST AS AN INTERVENING VARIABLE (Case Study at PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area)

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Abstract

This study aims to test and analyze the effect of e-service quality on customer satisfaction with complaint handling and customer trust as intervening variables at PT. PLN (Persero) UP3 Medan and Medan Utara Medan City Working Area. The population of all users of the New PLN Mobile application at PT. PLN (Persero) UP3 Medan and Medan Utara Medan City Working Area totaling 3,256,389 users. The sample is 400 customers. The data analysis technique used is Partial Least Square (PLS). The results of the study indicate that e-service quality has an effect on customer satisfaction, e-service quality has an effect on complaint handling, e-service quality has an effect on customer trust, complaint handling mediates the effect of e-service quality on customer satisfaction, and customer trust mediates the effect of e-service quality on customer satisfaction.

Keywords : *E-service quality, Complaint Handling, Customer Trust, Customer Satisfaction*

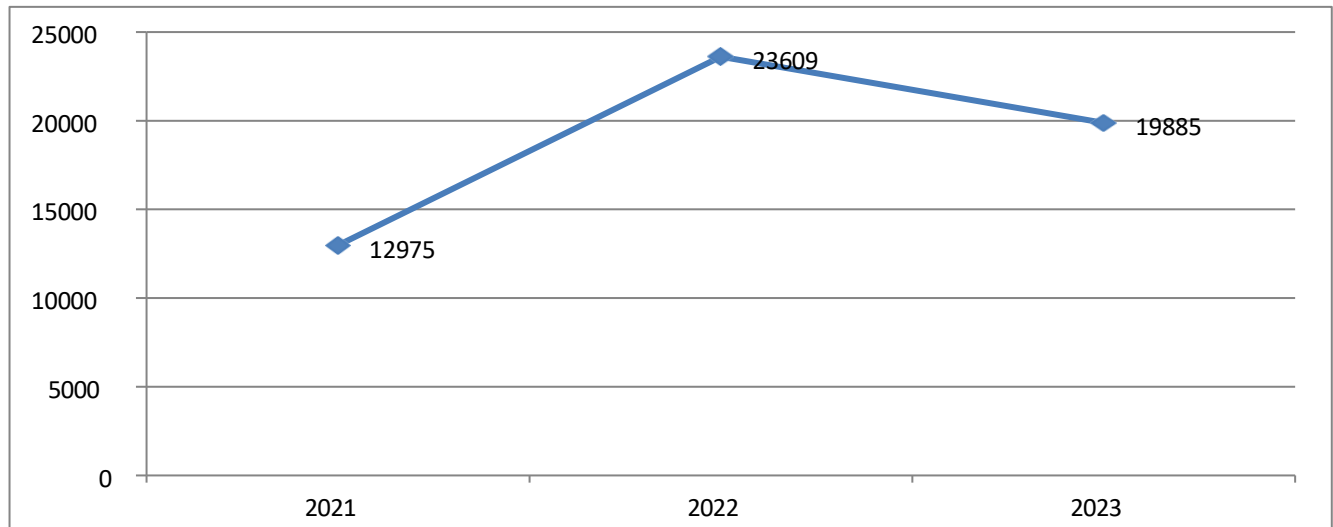
INTRODUCTION

PT. PLN Persero became a State-Owned Enterprise (BUMN) in 1985 and acted as the Holder of the Electricity Business Authority (PKUK) with the obligation to provide electricity for the public interest. This company has a vision of "Becoming the Leading Electricity Company in Southeast Asia and #1 Customer Choice for Energy Solutions". Supporting this vision, PLN determines a mission consisting of 1) Running an electricity business and other related fields, oriented towards customer satisfaction, company members and shareholders. 2) Making electricity a medium to improve the quality of life of the community. 3) Striving for electricity to become a driver of economic activity. 4) Running environmentally friendly business activities. PT. PLN (Persero) is a State-Owned Enterprise (BUMN) that provides services related to the sale of electricity to prospective customers and the community in Indonesia. As a BUMN, of course, the demand for cost efficiency is a must that must be taken by the company in order to maintain the continuity and existence of the company in serving all customers. In addition, efforts to provide maximum service must be continuously carried out by the company to meet the increasing demand for electricity.

The provision of services that can be provided by PLN depends on customer requests related to complaints submitted with the aim of improving service quality. The existence of a call center or hotline service facility, namely a one-stop handling complaint service, is a form of their efforts to improve the quality of customer service. The hope is of course that customers are satisfied. A service is considered satisfactory if it can meet customer needs and expectations, because the level of customer satisfaction with service is a very important factor in developing a service system that is responsive to customers. Customers are a very vital company investment, so quality service is a safeguard for investment and capital in a company's excellence. In relation to this, customer satisfaction is a customer response to the discrepancy between the previous level of importance and the actual performance felt after use. Research conducted by Hidayati (2018) found that customer satisfaction is influenced by service quality, trust, and promotion. Customer needs need to be clearly identified as part of product development. The goal is to exceed customer expectations and not just meet them. Therefore, accurate information is needed regarding customer needs and desires for goods and services produced by the company. One form of service offered by PT. PLN (Persero) is the New PLN Mobile application. The use of the New PLN Mobile application is one manifestation of PLN's transformation program, especially in terms of customer service. By using the New PLN Mobile application, it is very easy to find out information about the number of complaints and what complaints are

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most frequently reported, so that a strategy can be developed to find solutions to the problems that are occurring. This study will discuss how much influence the use of the New PLN Mobile application, Yantek Optimization and VCC have on customer satisfaction, especially in the North Sumatra Province, especially UP3 Medan and North Medan.



Source: PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.

Figure 1 Complaint Data for the New PLN Mobile Application for 2021-2023 PT. PLN (Persero) UP3 Medan and North Medan Medan City Working Area

Based on Figure 1, it can be seen that the number of complaints from UP3 Medan and North Medan customers regarding the New PLN Mobile application has increased from 2021 to 2022. This shows that there has been an increase in customer dissatisfaction with the services provided by the company.

Table 1 Percentage of Customer Complaints 2021-2023

Year	Complaint	Number of Users	%
2021		12975	1327215 0.98%
2022		23609	2554628 0.92%
2023		19885	3256389 0.61%

Source: PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.

Based on Figure 1, it can be seen that the number of complaints from UP3 Medan and North Medan customers regarding the New PLN Mobile application decreased during 2021 to 2023. The following is an initial survey regarding customer satisfaction of PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.

Table 2 Initial Survey Regarding Customer Satisfaction

No.	Statement	Alternative Answers					Average
		STS	TS	KS	S	SS	
1	I am satisfied with PLN in providing services	0	0	6	17	7	4.03
2	I always think that PLN service products are of good quality.	1	10	10	8	1	2.93
3	I have not found a better product than PLN service products.	0	0	0	10	20	4.67

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4	I will support PLN's newest service products	3	10	10	7	0	2.70
5	I feel I have a duty to advance PLN's service products	5	15	10	0	0	2.17
Average							3.30

Source: Primary data (processed), 2023

Based on the results of the initial survey in Table .2, it is known that customers are not very satisfied with PT. PLN (Persero) UP3 Medan and North Medan Medan City Working Area because the average value is 3.30 ($3.30 < 3.41$). This can be seen from the desire of customers who do not always consider PLN service products to be of good quality. Thus, it is necessary to improve the handling of complaints from customers. According to Sangadji & Sopiah (2013: 332), a company that handles complaints can change consumers or customers who complain into consumers or customers who feel satisfied and loyal to using the company's services. This is in line with research by Amir and Zaini (2021) where complaint handling affects customer satisfaction.

The next factor that influences satisfaction is Customer Trust. Customer Trust is an awareness and feeling that customers have to trust a product, and is used by service providers as a tool to establish long-term relationships with customers (Diza, Moniharapon, & Ogi, 2016). According to Norhermaya and Soesanto (2016), building customer trust is one way to create and retain customers. Diza, Moniharapon, and Ogi (2016) found that trust has a positive and significant effect on customer satisfaction variables. Sahanggamu, Mananeke, and Sepang (2015) proved that there is a significant and positive effect of trust on customer satisfaction. Gul's research (2014) also proved that customer trust variables have a significant effect on satisfaction. Increasingly dissatisfied customers indicate that customers have low trust in the company such as Leninkumar (2017) who found that there was a significant positive relationship between customer satisfaction and customer trust. Likewise, the research findings conducted by Bricci, Fragata, and Antunes (2016) who studied customers from the professional cleaning and hygiene products sector in Viseu-Portugal proved that customer trust has a direct positive effect on customer satisfaction in the distribution sector in Portugal.

The next factor is e-service quality. The implementation of Yantek Optimization is one part of PLN's service transformation which aims to improve the quality of service to customers. In addition, the implementation of Yantek Optimization will make it easier for customers to access officers, services, especially in efforts to accelerate services in terms of repairs when experiencing power outages at home, at the office, at school and others. Based on these explanations, when an entity improves the quality of its electronic services, the entity will increase the satisfaction of its customers. In line with the explanation of the study, research conducted by Shintya Yuliana, Nor Norisanti, and Faizal Mulia (2019) also proves the same thing. This study proves that PLN can increase customer satisfaction by maximizing the quality of its electronic services. However, it is different from the results of research conducted by Dalati & Al Hamwi, (2016). The study proves that e-service quality cannot affect customer satisfaction. The justification given or the reason underlying this lack of influence is the customer's understanding in using the application offered by a company. When a customer does not have sufficient understanding of the e-service offered, no matter how high the quality of the electronic service offered, it will not have an impact on the customer.

LITERATURE REVIEW

The Influence of E-service Quality on Complaint Handling

According to Lupiyoadi (2013:228), if reviewed further, achieving customer satisfaction through service quality can be improved by providing opportunities for customers to submit complaints (handling complaints). This is in line with Hadi and Artadita's research (2017) where service quality affects complaint handling.

The Influence of E-service Quality on Customer Trust

To increase consumer trust and loyalty, companies are required to provide good service quality. The dimensions of service quality in general have been put forward by Parasuraman et al., namely physical evidence, reliability, responsiveness, assurance, and empathy (1998). This is in line with Azis' research (2018) where service quality affects customer satisfaction.

The Influence of E-service Quality on Customer Satisfaction

The complaint process carried out by the customer is carried out through the use of the New PLN Mobile application which will be systematically forwarded to the Yantek Mobile application and monitored by management via the Virtual Command Center (VCC). Where the Implementation of Yantek Optimization is expected to strengthen the Brand of PT. PLN Persero through its digital/electronic services. Electronic service or e-service is a quality of service, namely a measure of how well the level of service provided by the company is able to meet customer expectations (Dennisa & Santoso, 2016). Based on these explanations, Ika Rahma Hidayati and Nanis Susanti (2018) proved that when an entity improves the quality of its electronic services, the entity will increase the satisfaction of its customers. In line with the explanation of the study, research conducted by Shintya Yuliana, Nor Norisanti, and Faizal Mulia (2019) also proved the same thing. This study proves that PLN can increase customer satisfaction by maximizing the quality of its electronic services. However, it is different from the results of research conducted by Dalati & Al Hamwi, (2016). The study proves that e-service quality cannot affect customer satisfaction. The justification given or the reason underlying this lack of influence is the customer's understanding in using the application offered by a company. When a customer does not have sufficient understanding of the e-service offered, no matter how high the quality of the electronic service offered, it cannot affect the customer.

The Impact of Complaint Handling on Customer Satisfaction

According to Sangadji & Sopiah (2013:332), a company that handles complaints can change consumers or customers who complain into consumers or customers who feel satisfied and loyal to using the company's services. This is in line with research by Amir and Zaini (2021) where complaint handling affects customer satisfaction.

The Influence of Customer Trust on Customer Satisfaction

Customer satisfaction is a feeling that arises as a result of evaluating the experience of using a product or service (Tjiptono, 2017:433). Bricci, Fragata, and Antunes (2016) stated that customer satisfaction is a factor that generates trust in a company that offers products or services. The more satisfaction felt by customers towards a product, the stronger the customer's trust in a product they have. Trust is the foundation of a business. Trust is an awareness and feeling that customers have to trust a product, and is used by service providers as a tool to establish long-term relationships with customers (Diza, Moniharapon, & Ogi, 2016). According to Norhermaya and Soesanto (2016), building customer trust is one way to create and retain customers. According to Danesh, Nasab, and Ling (2012), trust is defined as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will take certain actions that are important to trust or regardless of the ability to monitor or control the other party. High consumer trust in a company will provide a sense of consumer satisfaction in using the company's products or services, such as Widiyanto who stated that customer trust is the foundation of a business which is a way to create and retain consumers (Laely, 2016:).

Diza, Moniharapon, and Ogi (2016) found that trust has a positive and significant effect on customer satisfaction variables. Sahanggamu, Mananeke, and Sepang (2015) proved that trust has a significant and positive effect on customer satisfaction. Gul's (2014) research also proved that trust variables have a significant effect on satisfaction. Increasingly dissatisfied customers indicate that customers have low trust in companies such as Leninkumar (2017) who found that there is a significant positive relationship between customer satisfaction and customer trust. Likewise, the findings of research conducted by Bricci, Fragata, and Antunes (2016) who studied customers from the professional cleaning and hygiene product sector in Viseu-Portugal proved that customer trust has a direct positive effect on customer satisfaction in the distribution sector in Portugal.

The Influence of E-service Quality on Customer Satisfaction Through Complaint Handling

Customer satisfaction is important to improve marketing performance in a company. Satisfaction encountered by customers to grow repeat purchases from customers so that there is an optimal level of customer satisfaction, then it can encourage the creation of loyalty in customers after purchasing the product. (Setyo, 2017). Customer complaints are customer input for the company that is negative in nature. In this input, it can be done in writing or verbally. (Luddington, 2016) Complaints are expressions of dissatisfaction or disappointment from customers. Therefore, the definition of handling customer complaints is activities carried out to overcome customer dissatisfaction. Customer complaints that can be handled properly will have an impact on customer satisfaction where handling complaints is also a form of service quality. This is in line with the research of Hadi

and Artadita (2017) where handling complaints mediates the influence of service quality on satisfaction.

The Influence of E-service Quality on Customer Satisfaction Through Customer Trust

Satisfaction is a consideration of the special features of a product or service or of the product or service itself that provides a level of pleasure in fulfilling needs, including whether the product or service is able to meet needs or not. The results of Santoso's (2020) study show that there is a relationship between brand trust and satisfaction. Research conducted by Putra (2019), the results show that trust can strengthen the influence of satisfaction on consumer loyalty.

Framework

Based on the description of previous theories and research, the framework of thought in this research is as illustrated in Figure 2.2 below:

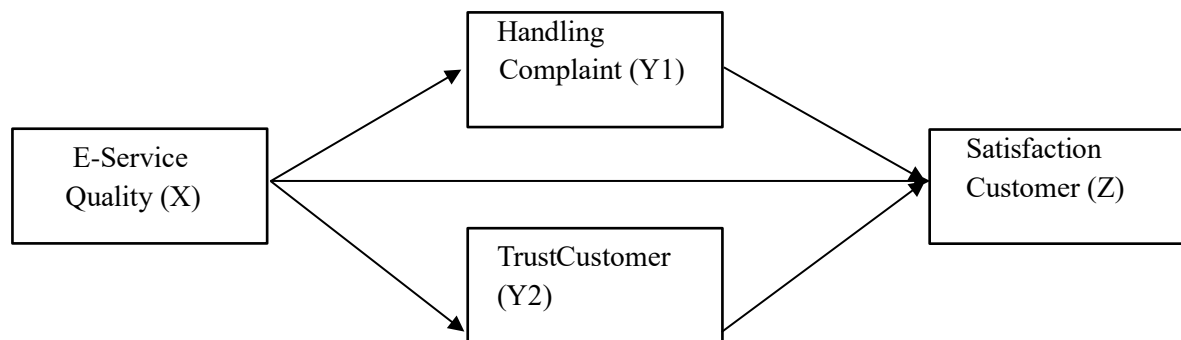


Figure 2. Thinking Framework Model

Hypothesis

Based on the phenomena and theoretical basis that have been put forward previously, the hypotheses in this study are as follows:

- H1: E-service quality has an effect on complaint handling at PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.
- H2: E-service quality affects customer trust in PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.
- H3: E-service quality has an effect on customer satisfaction at PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.
- H4: Complaint handling affects customer satisfaction at PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.
- H5: Trust has an effect on customer satisfaction at PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.
- H6: E-service quality affects customer satisfaction through complaint handling at PT. PLN (Persero) UP3 Medan and North Medan Medan City Working Area.
- H7: E-service quality affects customer satisfaction through trust in PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.

METHODS

The method used in this study is a survey method, where the author distributed questionnaires for data collection. The approach used in this study is a quantitative approach. According to Sugiyono (2019:17) quantitative research is defined as a research method based on the philosophy of positivism, used to research a certain population or sample, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing the established hypothesis. This research was conducted at PT. PLN (Persero) UP3 Medan

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and North Medan, Medan City Working Area, while the research time was conducted from August 2023 to December 2023. The researcher used the Slovin formula for sample calculation with an error rate of 5% (e), the following is the Slovin formula proposed by Husein Umar (2013). The sample in this study was 400 users of the New PLN Mobile application at PT. PLN (Persero) UP3 Medan and North Medan, Medan City Working Area.

The data required or collected for analysis purposes include primary data and secondary data. So in this study the data used in data collection is primary data collected directly through a questionnaire consisting of question items distributed to users at PT. PLN (Persero) UP3 Medan and North Medan Medan City Working Area. The variable measurement scale used in this study uses a Likert scale which functions to measure variable indicators that produce ordinal data. The Likert scale is used to measure attitudes, opinions, and perceptions of people or groups of people about this social phenomenon that has been specifically determined by researchers (Sugiyono, 2017).

RESULTS AND DISCUSSION

Significance Test of Influence (Boostrapping) of Inner Model

Table 3 Path Coefficient

Variables	Original Sample	Sample Mean	Standard Deviation	T- statistics	P-values
X → Y1	0.743	0.741	0.066	11,287	0.000
X1 → Y2	0.888	0.888	0.039	22,821	0.000
X1 → Z	0.128	0.134	0.138	0.926	0.355
Y1 → Z	0.379	0.385	0.138	2,751	0.006
Y2 → Z	0.361	0.341	0.131	2,763	0.006

Source: Data processing with PLS, 2023

Based on Table 3, the following results were obtained.

1. *E-service quality*(X) has a positive and significant effect on Complaint Handling (Y1), with a coefficient value of 0.743 and P-values = 0.000 < 0.05 (Hypothesis Accepted)
2. *E-service quality*(X) has a positive and significant effect on Customer Trust (Y2), with a coefficient value of 0.888 and P-values = 0.000 < 0.05 (Hypothesis Accepted)
3. *E-service quality*(X) does not have a significant effect on Customer Satisfaction (Z), with a coefficient value of 0.128 and P-values = 0.355 > 0.05 (Hypothesis Rejected)
4. Complaint Handling (Y1) has a positive and significant effect on Customer Satisfaction (Z), with a coefficient value of 0.379 and P-values = 0.006 < 0.05 (Hypothesis Accepted)
5. Complaint Handling (Y2) has a positive and significant effect on Customer Satisfaction (Z), with a coefficient value of 0.361 and P-values = 0.006 < 0.05 (Hypothesis Accepted)

Table 4 R-Square Values

Variables	R Square
Complaint Handling	0.552
Customer Trust	0.788
Customer satisfaction	0.674

Based on Table 4, the R2 value is obtained as follows.

1. The R Square value of Complaint Handling is 0.555, which means that E-service quality is able to explain or influence Complaint Handling by 55.2%.
2. The R Square value of Customer Trust is 0.788, which means that E-service quality is able to explain or influence Customer Trust by 78.8%.
3. The R Square value of Customer Satisfaction is 0.674, which means that E-service quality, Complaint Handling, and Customer Trust are able to explain or influence Customer Satisfaction by 67.4%.

Table 5 Mediation Test

	Original Sample	Sample Mean	Standard Deviation	T- statistics	P-values
X \square Y1 \square Z	0.282	0.288	0.113	2,501	0.013
X \square Y2 \square Z	0.320	0.302	0.113	2,828	0.005

Source: Data processing with PLS, 2023

Based on the results of the mediation test in Table 5

1. Complaint Handling (Y1) significantly mediates the relationship between E-service quality (X) and Customer Satisfaction (Z) with a P-Value = 0.013 < 0.05 (Mediation Hypothesis Accepted).
2. Customer Trust (Y2) significantly mediates the relationship between E-service quality (X) and Customer Satisfaction (Z) with a P-Value = 0.005 < 0.05 (Mediation Hypothesis Accepted).

DISCUSSION

The Influence of E-service Quality on Complaint Handling

The results of the study obtained the results that E-service quality has a positive and significant effect on Complaint Handling. According to Lupiyoadi (2013:228), if reviewed further, the achievement of customer satisfaction through service quality can be improved by providing opportunities for customers to submit complaints (complaint handling). This is in line with the research of Hadi and Artadita (2017) where service quality has an effect on complaint handling.

The Influence of E-service Quality on Customer Trust

The results of the study obtained the results that E-service quality has a positive and significant effect on Customer Trust. To increase consumer trust and loyalty, companies are required to provide good service quality. The dimensions of service quality in general have been put forward by Parasuraman et al., namely physical evidence, reliability, responsiveness, assurance, and empathy (1998). This is in line with Azis' research (2018) where service quality has an effect on customer satisfaction.

The Influence of E-service Quality on Customer Satisfaction

The results of the study showed that E-service quality has no significant effect on Customer Satisfaction. The results of this study are in line with the research of Rahmalia and Chan (2019) where e-service quality has no effect on customer satisfaction. The same results were also found in the research of Dalati & Al Hamwi, (2016). This study proves that e-service quality cannot affect customer satisfaction. The justification given or the reason underlying this lack of influence is the customer's understanding of using the application offered by a company. When a customer does not have sufficient understanding of the e-service offered, no matter how high the quality of the electronic service offered, it cannot affect the customer

The Impact of Complaint Handling on Customer Satisfaction

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The Influence of Customer Trust on Customer Satisfaction

The results of the study showed that Customer Trust has a positive and significant effect on Customer Satisfaction. Customer satisfaction is a feeling that arises as a result of evaluating the experience of using a product or service (Tjiptono, 2017:433). Bricci, Fragata, and Antunes (2016) stated that customer satisfaction is a factor that generates trust in a company that offers products or services. The more satisfaction felt by customers towards a product, the stronger the customer's trust in a product they have. Trust is a foundation of a business. Trust is an awareness and feeling that customers have to trust a product, and is used by service providers as a tool to establish

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The Influence of E-service Quality on Customer Satisfaction Mediated by Complaint Handling

The results of the study obtained the results that Complaint Handling mediates the influence of E-service quality on Customer Satisfaction. Customer satisfaction is important to improve marketing performance in the company. Satisfaction encountered by customers to grow repeat purchases from customers so that there is an optimal level of customer satisfaction, then it can encourage the creation of loyalty in customers after purchasing the product. (Setyo, 2017). Customer complaints are customer input for the company that is negative in nature. In this input, it can be done in writing or verbally. (Luddington, 2016) Complaints are expressions of dissatisfaction or disappointment from customers. Therefore, the definition of handling customer complaints is activities carried out to overcome customer dissatisfaction. Customer complaints that can be handled properly will have an impact on customer satisfaction where complaint handling is also a form of service quality. This is in line with the research of Hadi and Artadita (2017) where complaint handling mediates the influence of service quality on satisfaction

The Influence of E-service Quality on Customer Satisfaction Mediated by Customer Trust

The results of the study obtained the results that Customer Trust mediates the influence of E-service quality on Customer Satisfaction. Satisfaction is a consideration of the special features of a product or service or of the product or service itself that provides a level of pleasure in fulfilling needs, including whether the product or service is able to meet needs or not. The results of Santoso's research (2020) show that there is a relationship between brand trust and satisfaction. Research conducted by Putra (2019), the results show that trust can strengthen the influence of satisfaction on consumer loyalty

CONCLUSION

1. E-service quality has a positive and significant effect on Complaint Handling, with a coefficient value of 0.743 and P-values = $0.000 < 0.05$.
2. E-service quality has a positive and significant effect on Customer Trust, with a coefficient value of 0.888 and P-values = $0.000 < 0.05$.
3. E-service quality does not have a significant effect on Customer Satisfaction, with a coefficient value of 0.128 and P-values = $0.355 > 0.05$.
4. Complaint Handling has a positive and significant effect on Customer Satisfaction, with a coefficient value of 0.379 and P-values = $0.006 < 0.05$.
5. Complaint Handling has a positive and significant effect on Customer Satisfaction, with a coefficient value of 0.361 and P-values = $0.006 < 0.05$.
6. Complaint Handling significantly mediates the relationship between E-service quality and Customer Satisfaction with P-Values = $0.013 < 0.05$
7. Customer Trust significantly mediates the relationship between E-service quality and Customer Satisfaction with P-Values = $0.005 < 0.05$

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