

ABSTRAK

PT Perusahaan Listrik Negara (Persero) biasa disingkat menjadi PLN adalah sebuah badan usaha milik negara atau yang biasa disebut BUMN yang bergerak dibidang ketenagalistrikan. Tujuan dari penelitian ini yaitu mengetahui pengaruh Kualitas Pelayanan Elektronik dan Promosi terhadap Loyalitas Pelanggan serta mengetahui pengaruh Kepuasan Pelanggan dalam memediasi hubungan Kualitas Pelayanan Elektronik dan Promosi terhadap Loyalitas Pelanggan pada PLN Unit Layanan Pamanukan. Metode dalam penelitian ini menggunakan metode kuantitatif deskriptif, dengan pendekatan explanatory research sampel penelitian sebanyak seratus responden menggunakan teknik *nonprobability sampling* dengan jenis *purposive sampling*. Metode analisis data yang digunakan adalah *Moderated Regression Analysis* (MRA) melalui pengujian validitas dan reliabilitas, uji asumsi klasik, uji normalitas, uji heteroskedastisitas, serta uji t secara simultan dan parsial. Hasil penelitian menyimpulkan bahwa kualitas pelanggan elektronik dan promosi berpengaruh terhadap loyalitas pelanggan serta kepuasan pelanggan mampu memediasi pengaruh hubungan kualitas pelayanan elektronik dan promosi terhadap loyalitas pelanggan pada pengguna PLN *Mobile* di PLN ULP Pamanukan.

Kata Kunci : Kualitas Pelayanan Elektronik, Promosi, Loyalitas Pelanggan, Kepuasan Pelanggan.

ABSTRACT

PT PLN (Persero) commonly abbreviated as PLN is a state-owned enterprise or commonly called BUMN engaged in the electricity sector. The purpose of this study is to determine the effect of Electronic Service Quality and Promotion on Customer Loyalty and to determine the effect of Customer Satisfaction in mediating the relationship between Electronic Service Quality and Promotion on Customer Loyalty at PLN Pamanukan Service Unit. The method in this study uses a quantitative descriptive method, with an explanatory research approach. The research sample was one hundred respondents using a nonprobability sampling technique with a purposive sampling type. The data analysis method used is Moderated Regression Analysis (MRA) through validity and reliability testing, classical assumption testing, normality testing, heteroscedasticity testing, and simultaneous and partial t-tests. The results of the study concluded that electronic customer quality and promotion affect customer loyalty and customer satisfaction is able to moderate the effect of the relationship between electronic service quality and promotion on customer loyalty for PLN Mobile users at PLN ULP Pamanukan.

Keywords: Electronic Service Quality, Promotion, Customer Loyalty, Customer Satisfaction.