

**Comparative Study of Service Quality Levels for Smart
Electricity Customers (Prepaid) and Conventional Electricity
Customers (Postpaid) at PT PLN Bengkalis
(Case Study on PT PLN Customer in Bengkalis Sub District)**

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ABSTRACT

PT PLN (Persero) is a state-owned enterprise (BUMN) which has managed all aspects of electricity in Indonesia for 44 years, with the function of improving the quality of people's lives and customer satisfaction. The purpose of this study was to compare the level of service quality between smart electricity customers (prepaid) and ordinary electricity users (postpaid) in Bengkalis. This research was conducted (Case Study on PT PLN customers in Bengkalis Sub District). This study uses a quantitative approach with a comparative descriptive survey method. The population in this study is the community as users of prepaid electricity services and the community as users of postpaid electricity services. That there is no difference, the level of satisfaction of customers using Prepaid Electricity Services with users of Postpaid Electricity services at PT PlnBengkalis. (Case Study of PT PLN Customers in Bengkalis Regency). From the results of the study it can be concluded that the quality of service to Prepaid Electricity Customers is higher than the quality of service to Postpaid Electricity.

Keywords: Prepaid Electricity, Postpaid Electricity, Service Quality.