ABSTRACT

***SERVICE INNOVATION ON THE PAYMENT NOTIFICATION OF POSTPAID ELECTRICITY BILL THROUGH WHATSAPP BROADCAST TOWARD THE CUSTOMER SATISFACTION IN* PT. PLN (PERSERO) ULP MATTOANGING**

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The business sector of PT. PLN (Persero)*, a State Electricity Company, has created a mobile application,* PLN Mobile and APKT (an *Integrated Report and Complaint Application) through WhatsApp application to serve the reports and complaints of the customers on the electricity problems without coming to the unit office of* PLN *service. The technology development on social media, particularly WhatsApp with its WhatsApp Blast feature, enables users to send text as reminders collectively on the registered numbers.*

The method applied in this research was a qualitative method with a descriptive approach. The data were collected through interviews, direct observation, and questionnaire distribution to determine customer satisfaction.

The output of this research sent notifications about the postpaid electricity payment through WhatsApp Broadcast by using the WA Biz application to the postpaid electricity customer in PT PLN (Persero) ULP Mattoanging, *which started from issuing the customers' electricity account. Based on this research, it is concluded that the customer's satisfaction level toward the service innovation on the payment notification of postpaid electricity through WhatsApp Broadcast in PT PLN (Persero) ULP Mattoanging.*

Keywords: Service Innovation, Social Media, WhatsApp Blast, Customer's Satisfaction

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