

**FACTORS INFLUENCING THE DECISION OF PREPAID ELECTRICITY USERS, AT
PT PLN (PERSERO)-PT NATIONAL ELECTRICITY COMPANY
(LIMITED LIABILITY COMPANY)**

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ABSTRACT

Prepaid electricity, also known as smart electricity, is the newest innovation of Perusahaan Listrik Negara (PLN) (national electricity company), that offers numerous benefits to customers. However, it received a negative response from customers of Bandar Lampung PLN. This study aims to investigate the factors influencing customers to use prepaid electricity. A total of 100 customers (50 prepaid electricity customers and 50 postpaid electricity subscribers) of Rayon Way Halim PLN, participated in the tests.

Qualitative descriptive study and factor analysis were the methodologies adopted. We performed descriptive analysis to determine whether cultural, social, personal, and psychological factors influence the decision of customers. The results show that all the variables collectively and individually have significant effects on the decisions of postpaid and prepaid electricity customers regarding prepaid electricity. Therefore, the strategy for marketing prepaid electricity must focus on the abovementioned factors, especially the increase of socialization activity directly to the community.

KEYWORDS: *Customer Behavior, Influencing Factors, Prepaid Electricity*

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