

Quality of Public Services at PT. PLN (Persero) ULP Marisa

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Abstract

Purpose of this study is to explore aspects of the quality of electricity services through the PLN Mobile application at PT. PLN (Persero) ULP Marisa, which includes the process, SERVQUAL dimensions (Tangibles, Reliability, Responsiveness, Assurance, and Empathy), as well as determinant factors such as personal aspects, leadership, team, system, and situational context. The argument of this study is that the process of improving service quality through the use of the PLN Mobile application can increase customer satisfaction and overall service effectiveness in the ULP Marisa area, Pohuwato Regency. This study uses a descriptive qualitative method through the stages of observation, interviews, documentation, and data analysis. The results of the study indicate that the process aspect in the use of the PLN Mobile application has been attempted, but there are still obstacles in the form of low levels of customer understanding and limited digital literacy. The SERVQUAL dimension shows that tangibles, reliability, responsiveness, assurance, and empathy still need improvement in order to provide services that meet customer expectations. The personal, leadership, and team aspects reveal that collaboration between stakeholders and training to improve personnel competence are essential. The digital-based service system through PLN Mobile shows good potential but requires more intensive socialization to increase user adoption. Customer satisfaction can be increased by strengthening communication strategies and public education regarding the use of the PLN Mobile application. This study concludes that digital transformation through the PLN Mobile application requires strengthening in various aspects to achieve the goals of effective and efficient public services.

Keywords: Service Quality, PLN Mobile, Public Services, Digital Transformation

Introduction

Improving the quality of public services is a strategic issue in building public trust in government agencies, including PT. PLN (Persero) as a reliable and quality electricity provider. PLN launched the PLN Mobile application to facilitate access to information and customer service, but the level of utilization at ULP Marisa, Pohuwato Regency is still low, only 10% of active users, due to the lack of socialization and digital literacy. The high number of customer complaints related to power outages and delays in service response indicates the need to improve understanding and effectiveness of the application. This study aims to evaluate the quality of PLN Mobile services using the SERVQUAL model, including tangibles, reliability, responsiveness, assurance, and empathy. The results of the study are expected to provide strategic recommendations to improve the quality of PLN Mobile services and encourage the adoption of digital technology in public

services.

Public service is one of the important pillars in community development, which includes the provision of administrative, managerial, and social services by government agencies or related agencies to meet community needs. (Diegtiar et al., 2021) stated that the success of public services is highly dependent on the accessibility and use of effective information and communication systems. (Aneta, 2015) quality of public service, namely the level of division of main tasks and functions, having clarity in the implementation of tasks for each staff and there is a level of relationship between superiors and subordinates. In this context, PT. PLN (Persero) has launched the PLN Mobile application as one of the digital strategies to improve the quality of electricity services and meet customer needs more efficiently.

The quality of public service is not only measured by the availability of services, but also by the efficiency, responsiveness, and adaptability of services to changing community needs. (Santinha et al., 2021) emphasizes the importance of integrating innovative practices in public services, especially in crisis situations such as the COVID-19 pandemic, which increases the need for fast and responsive services. This is relevant to PLN Mobile, which is designed to provide a better customer experience with features such as outage reporting, complaint monitoring, and digital bill payment. However, the low level of application usage indicates the need for a socialization strategy and strengthening digital literacy among customers.

The advancement of digital technology has brought about a major transformation in public services, making them more transparent, efficient, and accessible. (Iyamu et al., 2021) stated that digital technology enables the transformation of traditional services into more effective and citizen-oriented systems. PLN Mobile is one form of the application of this technology in electricity services. However, (Cui & Osborne, 2021) reminds us that digital services that are not well organized can reduce the value of the service itself. Therefore, an analysis of the organizational structure and service system of PLN Mobile is important to ensure that this application provides maximum benefits to users.

Co-production in the provision of public services is also an important factor in improving the quality and satisfaction of customers. (Edelmann & Mergel, 2021) showed that active community participation in designing and utilizing public services can create a closer relationship between service providers and the community. PLN Mobile is designed to improve interaction with users through direct feedback, digital education sessions, and application usage guides to increase adoption in the Marisa ULP area. This study evaluates the quality of PLN Mobile services by identifying effectiveness factors, including the SERVQUAL dimension (tangibles, reliability, responsiveness, assurance, and empathy) and structural aspects such as the ability of the apparatus and service system to improve the quality of digital electricity services.

As a BUMN that is vital in providing electricity, PT. PLN (Persero) launched PLN Mobile as a digital strategy to meet customer needs through integrated complaint features and information access, although it still requires increased digital literacy and customer understanding. Electricity as a basic need requires service innovation, so PLN presents PLN Mobile as a Super App to improve customer satisfaction through features such as checking bills, service requests, blackout information, to complaints about home disturbances, which complement services such as the

123 contact center, social media, and the PLN website. Determining the factors that influence public services, such as organizational structure, apparatus capabilities, and service systems, is an important issue in shaping the effectiveness and efficiency of public services, with the main focus on customer satisfaction as the key to the company's success. Organizational Structure, The organizational structure of public administration has a significant impact on service delivery.

A well-defined structure facilitates clear communication and accountability, which are essential for effective governance. For example, the integration of digital technology into public administration has been highlighted as an important factor in improving service delivery. The establishment of an integrated identification system and the digitization of services can streamline processes and increase citizen engagement, as noted by (Kandrina et al., 2020). Furthermore, commitment to service standards and the establishment of standard operating procedures (SOPs) are essential to maintaining quality and consistency in public services (Partawijaya et al., 2023). The role of organizational culture and decentralized management systems also contribute to improving managerial performance and service quality (Madjid, 2023; Partawijaya et al., 2023)

The ability of government officials determines the effectiveness of public services, including skills, resources, and available technology, with the success of e-government requiring collaboration between organizations and the capacity to adapt to digital transformation to meet citizen needs (Pedersen, 2017; Kvashina et al., 2021). The competence of service officials and the adequacy of resources directly affect the quality of service (Fitria, 2023; My & H  nh, 2018). Service systems, including accessibility, responsiveness, and efficiency, are critical to meeting public expectations (Menezes et al., 2022; Katelo et al., 2022).

The integration of digital technology such as PLN Mobile improves service quality through features such as complaint reporting, bill checking, and outage information. The SERVQUAL model, which includes tangibles, reliability, responsiveness, assurance, and empathy, is used to measure service quality (Zeithaml, Parasuraman, Berry, 1980s). PLN Mobile makes it easier for customers with measurable SLA, such as 30-minute response and 70-minute recovery, but in ULP Marisa only 10% of people use this application due to lack of literacy and interest. This study aims to identify factors that influence the quality of PLN Mobile services in Pohuwato Regency, Marisa District, to improve customer service and satisfaction, considering that this application has not been optimally implemented.

Methods

This research was conducted in Marisa District, Pohuwato Regency based on the problem of lack of understanding and socialization of the PLN Mobile application, with a research period from November to December 2023, including observation, interviews, and presentation of results. This study uses a qualitative approach with natural characteristics to reveal facts in the field and a qualitative descriptive type to study phenomena intensively. According to Denzin & Lincoln (1994), qualitative research uses a natural setting to interpret phenomena through methods such as interviews, observations, and narrative data analysis, producing in-depth information about the issues being studied. The researcher acts as the main instrument, interacting with local governments, sub-districts, villages, and the community, to collect data related to the use of the

PLN Mobile application in electricity services. With the support of research recommendations and official permits, the purpose of this study is to evaluate PLN ULP Marisa's strategy in improving the quality of public services through the PLN Mobile application in order to increase the efficiency and transparency of services to customers. This study uses primary and secondary data sources (Sugiyono, 2017:234). Primary data sources include interviews, surveys, direct observation, and experiments that provide direct data to researchers, while secondary data sources include statistical information, reports, scientific journals, books, and previously available databases. Data collection techniques include observation to obtain initial information related to the implementation of the PLN Mobile application in Marisa District, interviews to explore problems and obstacles and provide recommendations, documentation to strengthen arguments, and combined triangulation to reconstruct information to make it easier to understand. The validity of the data is tested using triangulation by verifying data through interviews, documentation, and other documents, involving informants from the sub-district and village governments to ensure that the implementation of the PLN Mobile application can be understood and utilized optimally.

Results and Discussion

PLN ULP Marisa plays an important role in maintaining the stability and quality of electricity supply in Pohuwato Regency, amidst challenges such as technical disruptions, limited infrastructure, and natural factors. Maintenance of the distribution network and improvement of human resource quality through technical training are essential to support optimal service. The PLN Mobile application makes it easier for customers to access services and report disruptions, and increases responsiveness through digital channels. However, problems such as uncertainty of disruption recovery time, long queues, and technical application problems need to be fixed with information transparency, infrastructure improvements, and a more efficient digital queue system. The empathy aspect is also important in creating humanistic interactions, where responsive officers with interpersonal communication skills can increase customer satisfaction. PLN ULP Marisa needs to strengthen empathy training and create more open communication channels to provide personal and responsive services, increase customer satisfaction, and build public trust.

"I feel that the PLN Mobile service is quite responsive, especially in handling my complaints and requests. Replies to messages via the application are usually fast, and I can easily get information regarding disruptions or bills. However, sometimes there is a slight delay in processing reports, especially during peak hours. Even so, for more urgent problems, I feel that I am served well and quickly."

Although the PLN Mobile application provides many features that make it easier for customers, sometimes this application experiences obstacles such as slow responses or technical problems that hinder user convenience, which can affect customer satisfaction, especially when requiring fast service. Therefore, PLN ULP Marisa needs to continue to monitor and ensure that the application functions optimally, provides real-time information, and can be accessed without interruption. Increased responsiveness can also be achieved by utilizing an easier-to-use disruption reporting feature, so that customers can get a quick response regarding the repair status. Focusing on application development and fast and accurate responses is essential to

ensure more efficient and satisfying service for customers, especially in terms of timely service and information accessibility. As for the statement from the community, it said that

"I feel that the PLN Mobile application makes it easy to access service-related information, such as reporting outages or checking bills. However, I also often experience obstacles, such as the application being slow or difficult to access at certain times. When I face a power outage or other problem, I hope to get a faster response through the application without having to wait long. I believe that if PLN ULP Marisa can improve the performance of the application and ensure the system runs smoothly, this will greatly help customers in solving problems more efficiently and make the experience of using PLN services more satisfying."

Improving the quality of responsiveness, both through the PLN Mobile application and direct service, is very important to ensure customer satisfaction. By ensuring that the application functions properly and provides accurate and real-time information, PLN ULP Marisa can more effectively meet customer needs and resolve complaints quickly. It is hoped that these improvement steps will not only accelerate problem solving, but also increase public trust in PLN services, which will ultimately create a better and more satisfying service experience. Reliability or reliability in service is a crucial aspect that must be considered by PLN ULP Marisa to ensure consistent and reliable service quality for customers. The reliability of this service is not only limited to the maintenance and repair of electrical infrastructure, but also includes the timeliness in handling customer complaints, as well as the stability of the technology system used, such as the PLN Mobile application. By providing reliable service, customers will feel safer and more comfortable, because they know that they can rely on PLN to resolve problems quickly and accurately. However, to achieve a high level of reliability, it is important for PLN ULP Marisa to continue to maintain and update existing infrastructure, as well as improve and enhance the digital systems used to support customer service.

Technical constraints, such as disruptions to the PLN Mobile application or power supply disruptions that are not resolved quickly, can be inhibiting factors in increasing the level of reliability. Therefore, continuous improvement efforts must be made so that PLN services remain reliable, both in terms of technical aspects and in terms of communication and customer service. This increase in service reliability can also be achieved by having a more transparent and responsive system in providing information to customers. For example, if there is a disruption or blackout, customers should be clearly informed about the recovery time and the reasons for the problem. By providing accurate and timely information, customers will better understand the situation and feel more appreciated. With these steps, PLN ULP Marisa can improve the level of reliability of their services and build stronger trust from the public.

Service reliability is the main factor that influences customer perceptions of the quality of PLN ULP Marisa's services, both in terms of electricity infrastructure maintenance and the stability of digital systems, such as the PLN Mobile application. Consistent reliability in this service helps build public trust and increase overall satisfaction. Good service is not only measured by the speed of problem solving, but also by the ease of access and customer convenience. Therefore, PLN ULP Marisa needs to continue to innovate and adapt to ensure fast and reliable service. Assurance of service quality is also important, where officers must provide accurate information, demonstrate competence, and provide a sense of security to customers regarding the stability of electricity

supply and quick response when disruptions occur. By continuing to improve services and paying attention to customer feedback, PLN can strengthen positive relationships with the community and increase customer satisfaction levels.

As part of the service quality assurance, the PLN Mobile application must also be able to provide a sense of trust to customers, by providing timely and accurate information regarding the status of their disruptions or bills. Clarity in providing information about the time of disruption recovery or solutions to reported problems will greatly help in creating a sense of security and trust for customers. For this reason, PLN ULP Marisa needs to ensure that both direct service officers and the digital applications provided can function optimally and provide satisfactory results. Improvements in this assurance aspect can be achieved through regular training for officers so that they are always ready to provide the right answers, as well as improvements in the information system used so that customers always get accurate and timely updates.

By providing consistent service quality assurance, PLN ULP Marisa will further build customer trust and create better and more lasting relationships with the community. Thus, to ensure better service, steps for improvement and innovation need to be continuously taken in various aspects of service, both directly by officers and through the use of technology such as the PLN Mobile application. Improving training for officers to provide faster and more accurate information, as well as ongoing maintenance of the application, will be key to strengthening customer trust and satisfaction. This will not only increase efficiency in handling disruptions or service requests, but also help customers feel more valued and secure with the quality of service provided.

Thus, PLN ULP Marisa is committed to continuously improving the quality of service through various improvement steps, both in terms of maintaining electricity infrastructure and developing the PLN Mobile application. Continuous training for officers and better system maintenance will help speed up the response and ensure that customers always get accurate and timely information. Through these efforts, we hope to provide more efficient services and reduce disruptions that can affect customer convenience. In addition, we also focus on the importance of transparency and clear communication between PLN and customers. Real-time disruption status updates, as well as easy access to information through the application, will further increase customer trust in our services. With this commitment, PLN ULP Marisa hopes to continue to build stronger relationships with the community, create higher customer satisfaction, and provide a better service experience in the future.

Conclusion

Based on the results of the research conducted, the quality of the PLN Mobile Application service at ULP Marisa is influenced by various important factors. Dimensions of service quality such as tangible (physical evidence), reliability, responsiveness, assurance, and empathy show a significant role in creating a satisfying service experience for customers. The advantages of this application lie in the ease of access and digital features that support fast complaint resolution. However, technical challenges such as system disruptions and delays in information updates are still obstacles that need to be overcome. Determining factors such as personal or individual, leadership, team, system, and contextual factors also have a major influence on the success of the implementation of the PLN Mobile Application. Supportive leadership, solid teamwork, and

a reliable system help create operational efficiency. However, obstacles such as limited digital literacy in the community and uneven infrastructure are the main challenges in optimizing this application. By integrating a technology-based approach and strengthening human resource capacity, ULP Marisa can improve service quality. Emphasis on technical training, increasing application stability, and more proactive communication will help build customer trust and create a more responsive and reliable service experience.

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