

The Influence of Service Quality Dimensions on Customer Satisfaction at PT PLN (Persero) ULP Kersik Tuo

KEYWORDS

Service Quality,
Customer Satisfaction

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ABSTRACT

This research was conducted to find out the influence of service quality dimensions on customer satisfaction at PT PLN (Persero) ULP Kersik Tuo. The population in this research is postpaid customers at PT PLN (Persero) ULP KersikTuo until 2023 as many as 7,754 customers. Based on calculations using the Slovin formula, the sample of respondents in this research is 153 postpaid customers at PT PLN (Persero) ULP Kersik Tuo in 2023. The results of the multiple linear regression analysis show that the dimensions of service quality (tangible, empathy, reliability, responsiveness, assurance) have a positive and significant effect on customer satisfaction. Tangible dimension, to be able to provide better supporting facilities such as computers and printers in customer service units. Empathy dimension, service officers can provide good service in handling complaints and problems faced by customers. The reliability dimension can provide clear information to installation officers so that the schedule given to customers is in accordance with the arrival schedule for installation. The responsiveness dimension can improve the service system provided. The assurance dimension can provide training to service officers in providing the best service to customers.

INTRODUCTION

Companies that are able to develop and maintain customer satisfaction will achieve long-term success. Customer satisfaction is a manifestation and continuation of consumer satisfaction in using the facilities and services provided by the company, as well as in remaining a consumer of the company (Gök, Akkuş, Kavak, & KASAP, 2023). Customer satisfaction can be achieved with satisfactory service that meets customer expectations or even exceeds customer expectations. Consumer satisfaction is the result felt by buyers who experience a company's performance in line with their expectations (Kotler & Keller, 2009).

PT Perusahaan Usaha Negara (Persero) or commonly abbreviated as PT PLN (Persero) is an Indonesian state-owned company which operates in the electricity sector and provides services to potential customers and the public in providing services related to the only sale of electricity in Indonesia. Therefore, PT PLN (Persero) has monopoly rights over the sale of electricity in Indonesia which refers to Law 30 of 2009 concerning Electricity (State Gazette of the Republic of Indonesia of 2009 Number 133) which is here in after referred to as the Electricity Law. PT PLN (Persero) is very aware that electricity has become a primary need for Indonesian people. For this reason, PT PLN (Persero) continues to expand its wings to deliver reliable electricity and bring energy justice to all Indonesian people (www.web.pln.co.id).

To support its business activities, until the end of 2023, PT PLN (Persero) manages a number of powerplants with total capacity installed reaching 69,040 MW, 68,206 KMS/KMC transmission network, 155,968 MVA substation capacity, 1,033,662 KMS/KMC distribution network, 13.14% EBT Energy Mix, 273.76 TWH electricity sales, and 85.6 million customers. PT PLN (Persero) is an electricity state-owned company that continues to be committed and innovate in carrying out its great mission of lighting and moving the country. Having a vision to become the leading electricity company in Southeast Asia, PLN is moving to become customers' number 1 choice for energy solutions (Lowder, Lee, & Leisch, 2020). PLN carries a transformation agenda with aspirations Green, Lean, Innovative, and Customer Focused in order to provide electricity for a better life (web.pln.co.id, 2023).

In electricity distribution services, PT PLN (Persero) divides the functions of its parent unit into several parent units based on the electric power system, namely generation, transmission and distribution (Sambodo, 2016). The Main Distribution Unit (UID) has the function and role of being a means of regulating and controlling the electric power distribution system so that the process of distributing electric power from the power source to the customer can run smoothly, safely, and reliably with good voltage quality and within the promised frequency limits. The Main Distribution Unit oversees service implementation units and service units as a division of PLN service areas into smaller scopes so that PLN services can be more focused and directly touch the community, for example, the Customer Service Implementation Unit (UP3), namely the implementation unit under UID and customer service unit (ULP) is a service unit under UP3 (www.wikipedia.co.id, 2023).

PT PLN (Persero) ULP Kersik Tuo is one of the Customer Service Units under the authority of the UP3 Muara Bungo Customer Service Implementation Unit, South Sumatra Jambi and Bengkulu Main Distribution Unit (UIDS2JB). The scope of PT PLN (Persero) ULP Kersik Tuo is in Kerinci district, Jambi Province, the working area of ULP Kersik Tuo covers 4 sub-districts with a total number of customers served by PT PLN (Persero) ULP Kersik Tuo until 2023 of 21,704 customers consisting of 13,950 prepaid customers and 7,754 postpaid customers.

PT PLN (Persero) ULP Kersik Tuo is a ULP that has succeeded in accelerating cash on the 20th of every month and is the only ULP with zero arrears on the 20th and no more receivables in the current month in Indonesia. Through acceleration cash in then PT PLN (Persero) ULP

Kersik Tuo gets the repayment of receivables faster compared to other ULPs so that PT PLN (Persero) ULP Kersik Tuo gets an acceleration award Cash Is King on the 20th of every month.

In the implementation of service provision and service activities at PT PLN (Persero) ULP Kersik Tuo has tried to do its best for customer satisfaction, however in operational activities it cannot be avoided from problems that result in customer complaints. Customer complaint services provided by PT PLN (Persero) for all work unit areas including PT PLN (Persero) ULP Kersik Tuo include contact center PLN 123, email pln123@pln.co, id, social media channels Facebook, Instagram and Twitter as well as via the PLN Mobile application which will later be included in the APKT Application monitoring Executive Information System (EIS) PT PLN (Persero) for each of its units.

In monitoring the PLN APKT application Information System (EIS) PT PLN (Persero) ULP Kersik Tuo in 2022-2023 there is an increase in the number of complaints reported by customers that are directly monitored by PT PLN (Persero) ULP Kersik Tuo which reflects customer dissatisfaction with the quality of service provided by PT PLN (Persero) ULP Kersik Tuo. There are complaints submitted by customers because the customer's wishes and expectations have not been met or are not by what was expected (Komunda & Osarenkhoe, 2012). Customer satisfaction is the level of a person's feelings after comparing the perceived performance or results compared to their expectations (Kotler & Keller, 2009).

METHODS

The population in this research is postpaid customers at PT PLN (Persero) ULP Kersik Tuo until 2023 as many as 7,754 customers. Based on calculations using the Slovin formula, the sample of respondents in this study was 153 postpaid customers at PT PLN (Persero) ULP Kersik Tuo in 2023. This was done to make data processing easier and for better test results. The samples taken are based on a random sampling technique where the researcher provides an equal opportunity for each member of the population to be selected as a random sample within the population it self (Casteel & Bridier, 2021).

RESULTS

- 1) Dimensional service quality variables tangible (X1), has a beta value of 0.828 with a significant value of 0.000 which is smaller than 0.05. This shows that the service quality variables are dimensional tangible has a positive and significant influence on customer satisfaction at PT PLN (Persero) ULP Kersik Tuo. This proves that the first hypothesis is on the dimensional service quality variable tangible a positive and significant effect is acceptable.
- 2) Dimensional service quality variable sempathy (X2), has a beta value of 0.701 with a significant value of 0.001 which is smaller than 0.05. This shows that the service quality variables are dimensional empathy y has a positive and significant influence on customer satisfaction at PT PLN (Persero) ULP Kersik Tuo. This proves that the second hypothesis is

on the dimensional service quality variable empathy a positive and significant effect is acceptable (Pakurár, Haddad, Nagy, Popp, & Oláh, 2019).

- 3) Dimensional service quality variables reliability (X3), has a beta value of 0.784 with a significant value of 0.000 which is smaller than 0.05. This shows that the service quality variables are dimensional reliability as a positive and significant influence on customer satisfaction at PT PLN (Persero) ULP Kersik Tuo. This proves that the third hypothesis on the dimensional service quality variable reliability a positive and significant effect is acceptable (Zhao, Lu, Zhang, & Chau, 2012).
- 4) Dimensional service quality variables responsiveness (X1), has a beta value of 0.569 with a significant value of 0.025 which is smaller than 0.05. This shows that the service quality variables are dimensional responsiveness has a positive and significant influence on customer satisfaction at PT PLN (Persero) ULP Kersik Tuo. This proves that the fourth hypothesis on the dimensional service quality variable responsiveness a positive and significant effect is acceptable (Izogo & Ogba, 2015).
- 5) Dimensional service quality variables assurance (X5), has a beta value of 0.607 with a significant value of 0.012 which is smaller than 0.05. This shows that the service quality variables are dimensional assurance has a positive and significant influence on customer satisfaction at PT PLN (Persero) ULP Kersik Tuo. This proves that the fifth hypothesis on the dimensional service quality variable assurance a positive and significant effect is acceptable.

DISCUSSION

Influence of Service Quality Dimensions Tangible, Empathy, Reliability, Responsiveness, Assurance Towards Customer Satisfaction at PT PLN (Persero) ULP Kersik Tuo

Service quality has a positive and significant effect on customer satisfaction. These results are in line with research results from (Ifeoma et al., 2023); (Ajaleen, 2023); (Chien & Chi, 2023); (Abd-El-Salam & Shawky, 2023); (Owino, 2023); (Chuenyindee, 2022); (Meida et al., 2022); (Ali & Gardi, 2021); (Uzir & Halbusi, 2021); (Dam & Cuong, 2021); (Tran & Le, 2020); (Fida & Ahmed, 2020); (Haron et al., 2020); (Cameran, 2020); (Zameer & Tara, 2020); (Puspasari, 2020); (Purwanti, 2020); (Alzoubia et al., 2020); (Kant, Rishi & Deepak, J 2017); (Kitapci, Olgun., Ceylan, A., & Ibrahim, D. 2014) shows the results that service quality has a positive and significant effect on consumer satisfaction.

The results of this research on the tangible dimension show that the indicator that the PT PLN (Persero) ULP Kersik Tuo office uses modern equipment shows the lowest value, namely 4.41. It is suspected that several respondents who are PT PLN (Persero) ULP Kersik Tuo customers said this had happened crash during service due to errors occurring on the computer and printer used. So when this happens, queues build up. In terms of performance indicators, PT PLN (Persero) ULP service officer Kersik Tuo neatly showed the highest score of 4.79. Service staff are able to provide an appearance that meets company standards, namely clean, neat and fragrant (Rivaldo, Kamanda, & Yusman, 2022). With the appearance of service staff like this, it

shows the company's professionalism in providing good service, one of which is the neat, clean and fragrant appearance of the service staff (Chun Wang, Wang, & Tai, 2016).

The results of this research on the empathy dimension show that the PT PLN (Persero) ULP Kersik Tuo service officer indicator that cares and understands customer complaints shows the lowest value, namely 4.02. It is suspected that some respondents felt that the service was not in accordance with what customers needed regarding their perceived complaints (Stevens, Spaid, Breazeale, & Jones, 2018). In terms of operational hours, PT PLN (Persero) ULP Kersik Tuo is suitable and comfortable for customers, showing the highest score of 4.07. PT PLN (Persero) ULP Kersik Tuo provides customer service with operational hours that are in accordance with company regulations. This is very good, because customers really need service with service hours that match the information stated (Gök et al., 2023).

The results of this research on the reliability dimension show that the PT PLN (Persero) ULP Kersik Tuo service officer indicator clearly informs when the service requested by the customer will be provided/installed, showing the lowest value, namely 4.13. Based on several direct interviews with several respondents who are PT PLN (Persero) ULP customers, Kersik Tuo said that installation services with schedule information provided with the arrival of officers sometimes do not match the schedule. This needs to be a consideration for the company to be able to fix what is becoming an obstacle for officers to come to carry out the installation (Dhakal & Chevalier, 2017). In the PT PLN (Persero) ULP Kersik Tuo service officer indicator that provides appropriate and correct services according to customer needs, the highest score is 4.18. This shows that PT PLN (Persero) ULP Kersik Tuo provides and provides services that are in accordance with customer needs, including installation, termination and customer complaint services.

The results of this research on the responsiveness dimension show that the service officer indicator at PT PLN (Persero) ULP Kersik Tuo is quick and responsive in responding to customer complaints, showing the lowest value, namely 3.30. This shows that service officers are still not quick enough to respond to customer complaints (Goodman, 2019). This was complained several times by customers when the author met him in the field. In terms of indicators, service officers at PT PLN (Persero) ULP Kersik Tuo showed patience and attention in responding to customers, showing the highest score of 3.81. Even though there are so many customers coming and the number of service officers is not too large, the officers continue to try to provide the best service by always trying to be patient in responding to customers.

The results of this research on the assurance dimension show that the service officer indicator at PT PLN (Persero) ULP Kersik Tuo consistently behaves politely, showing the lowest value, namely 3.91. Several respondents who were customers of PT PLN (Persero) ULP Kersik Tuo said they had experienced incidents that were inappropriate at the hands of service personnel. The service officer answered curtly which made the customer also angry (Czarnecka, 2021). This needs to be an evaluation material for PT PLN (Persero) ULP Kersik Tuo to follow up on what are the main factors that make service officers behave less politely towards

customers. The service officer indicator at PT PLN (Persero) ULP Kersik Tuo has the same SOP for answering customer questions, showing the highest score of 4.00. Service officers at PT PLN (Persero) ULP Kersik Tuo always try to provide the best service in accordance with the SOP set by the company.

CONCLUSION

Dimensional service quality tangible, empathy, reliability, responsiveness, assurance has a positive and significant effect on customer satisfaction at PT PLN (Persero) ULP Kersik Tuo.

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