RESEARCH PAPER

Troubleshooting of Pt. Pln Customer satisfaction at Barabai area in Province of South Kalimantan

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Abstract

Customer satisfaction is the feeling of pleasure or disappointment of someone who emerges after comparing the performance (result) of the product to the expected performance (Kotler, 2005). This study conducts a survey and analysis of the conformity of the 453 time standard of response and recovery service currently applied to customer expectations on various customer characteristics or existing customer tariff groups and their impact on their assessment of PT service satisfaction. PLN (Persero) in an effort to increase customer satisfaction. This study uses the analysis of importance and performance (IPA) with the number of respondents as much as 453 people based on 3 criteria that is: customer with priority idpel report> 2x in 1 year, customer with 50% address 5x report in 1 year, customer with data no hp> 3x telphone in 1 year. Based on the analysis of the importance and performance, variables have low performance but high importance, where the performance should be improved are: personnel in charge of providing services in accordance with expectations, when the required personnel does not exist, there is always a replacement. Variables that have high performance and importance where the performance must be maintained are experienced personnel in their field number of personnel as needed, personnel assigned quickly, responsive and can complete the task. Variables that have low performance and interest are complaints/Complaints are followed up promptly and promptly, there are always personnel who serve when necessary, ease of contacting the required personnel. While the variable that has a high performance but low interest is the completion of complaints/complain customers done completely, personnel always give good responses in communicating, customers get a positive response about things that are needed.

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Introduction

Customer satisfaction is seen as a multi-dimensional concept that involves cost, facilities, technical and interpersonal aspects as well as the end result. This satisfaction occurs as a result of the influences of skills, knowledge, behavior, attitudes and facilities provider. The level of satisfaction is also very subjective where one consumer with another consumer will be different. This is due to several factors such as age, occupation, income, education, gender, social standing, economic level, culture, mental attitude and personality (Assegaff, 2009).

Customer satisfaction is influenced by the perception of service quality, product quality, price and factors that are personal and that is a momentary situation. One of the factors that determine customer satisfaction is customer perception of service quality that focuses on the five dimensions of quality, service, physical proof, reliability, responsiveness, assurance and empathy (Atmawati & Wahyuddin, 2007). One of the services of PT. PLN to consumers is to overcome the occurrence of electrical disruptions, the speed of responding complaints from consumers, transparency of electricity costs, and service of new partners, power changes, and temporary connection. PT.PLN (Persero) South and Central Kalimantan region is one unit of PTPLN (Persero) working area responsible for managing electricity in south kalimantan province and central kalimantan which has 2 (two) generation sector, one load control area, one area distribution regulator and 5 (five) service area units namely Banjarmasin area, Area of Palangkaraya, Barabai Area, Area of Kapuas and Kotabaru. One service unit is barabai area which has service work area covering 7 (Seven) Regency of the city that is Hulu Sungai Tengah, Hulu Sungai Selatan, Hulu Sungai Utara, Tapin, Balangan, Tabalong and Banjar district.

The speed of customer complaint handling becomes the valuation parameter in the customer satisfaction index which is always measured every year and become one of the unit performance indicator, of course this becomes one of the important concern for PT.PLN (Persero) Area Barabai.

The aim of this study is analyzing the level of conformity performance (speed of response and recovery) PT. PLN (Persero) to the level of customer expectations PT. PLN (Persero) Barabai Area.

Materials and methods

Analysis of Importance Performance

Importance Performance Analysis method is used to see how far the level of customer satisfaction with the services provided. The method of analysis of Importance Performance will produce different assessments on each quadrant in the form of Cartesian diagram Importance Performance Analysis (Supranto, 1997). After known the expected level of questionnaires distributed to the respondents, the next step is to plot the results of calculations that have been obtained into the matrix of importance and performance is by connecting performance values on the X axis and importance values on the Y axis. To simplify the numbers can be done by the following formulas (Supranto, 2006).

$$\overline{Xit} = \sum \frac{Xi}{n} \dots\dots\dots (1)$$

Information:

$\overline{Xit}$ = The average score of each variable i at the performance level

Xi = Total score of each variable i on the performance level of all respondents

n = Total respondent (sample)

$$\overline{Yt} = \sum \frac{Yi}{n} \dots\dots\dots (2)$$

Information :

$\overline{Yt}$ = Average score of variable i at importance level

Yi = Total score of each variable i on the level of importance of all respondents

n = Total respondent (sample)

$$X = \sum \frac{\overline{Xit}}{K} \dots\dots\dots (3)$$

Information:

X = Average of total weighted average performance level

$(Xit)^-$ = The average score of each variable i at the performance level

K = Average of specified variable

$$X = \sum \frac{\overline{Yt}}{K} \dots\dots\dots (4)$$

Information:

Y = Average of the average total interest rate

Yt = Average score of variable i at importance level

K = Average of specified variable

Place and time of research

This research was conducted in Barabai area of PT PLN (Persero) South Kalimantan. This research starts from October 2017 to February 2018. Types of data collected in this study are primary data and secondary data. Primary data is data collected directly from field with interview method by using questionnaire which have been prepared before.

Secondary data is data collected from indirect sources, generally obtained through agencies/agencies/agencies concerned in the process of data collection.

Sampling Method

The population of this research is PT. PLN (Persero) customers. Determination of the number of respondents taken as many as 453 responder, chosen based on 3 criteria that is, customer with priority idpel report> 2x in 1 year, customer with

50% address 5x report in 1 year, customer with data number phone > 3x telphone in 1 year intentionally (purposive sampling).

Data analysis

Measuring standards of performance conformance (speed of respone and recovery) PT. PLN (Persero) to the level of customer expectations PT. PLN (Persero) Area Barabai using primary data (questionnaire) and then analyzed using quadrant analysis (IPA) with the following formula:

$$X = \frac{\sum_{i=1}^{N} Xi}{K}$$

As for calculating the value of Y used equation 2.7 follows:

$$X = \frac{\sum_{i=1}^{N} yi}{K}$$

Results and discussion

Analyzing the overall average rating of importance and performance of electricity service PT. PLN (Persero) Barabai area. Assessment of the importance of (Importance) of electricity services PT. PLN (Persero) Area barabai can be seen in table 1 and 2.

Table 1. Assessment of respondents based on level of interest of all variable determinant quality service PT.PLN (Persero) area Barabai.

No	Variabel Penelitian	Tingkat yang diharapkan (orang)					Jumlah (Orang)	Skor (orang)					Jumlah	Rata-Rata
		SM	M	CM	KM	TM		5	4	3	2	1		
1	Personil Berpengalaman dibidangnya	202	216	34		1	453	1010	864	102	0	1	1977	4,364238
2	Jumlah personil sesuai dengan yang dibutuhkan	196	213	43	1	0	453	980	852	129	2	0	1963	4,333333
3	Personil yang bertugas memberikan layanan sesuai dengan harapan	208	205	39	1	0	453	1040	820	117	2	0	1979	4,368653
4	Keluhan/Komplain pelangan ditindaklanjuti secara tepat dan cepat	188	212	48	4	1	453	940	848	144	8	1	1941	4,284768
5	Penyelesaian keluhan/complain pelanggan dilaksanakan secara tuntas	194	216	41	2	0	453	970	864	123	4	0	1961	4,328918
6	Personil yang ditugaskan cepat, tanggap dan dapat menyelesaikan tugasnya	204	209	39	1	0	453	1020	836	117	2	0	1975	4,359823
7	Personil yang ditugaskan dapat bekerjasama dan memahami tugas	200	216	33	4	0	453	1000	864	99	8	0	1971	4,350993
8	Selau ada personil yang melayani bila diperlukan	190	213	47	3	0		950	852	141	6	0	1949	4,302428
9	Personil selau memberikan tanggapan baik dalam berkomuniasi	191	218	42	2	0	453	955	872	126	4	0	1957	4,320088
10	Saat personil yang dibutuhkan tidak ada, selalu ada penggantinya	203	200	47	2	1	453	1015	800	141	4	0	1960	4,326711
11	Kemudahan menghubungi personil yang dibutuhkan	191	211	45	5	1	453	955	844	135	10	1	1945	4,293598
12	Alamat kantor mudah ditemukan	200	198	42	9	4	453	1000	792	126	18	1	1937	4,275938
13	Lokasi Kantor Cukup Strategis dengan akses yang memadai	218	183	40	9	3	453	1090	732	120	18	4	1964	4,335541
14	Kemudahan menghubungi melalui telepon dan alat komunikasi lain	196	214	37	5	1	453	980	856	111	10	3	1960	4,326711
15	Ketersediaan personil melakukan pelayanan ulang terhadap layanan yang pernah dilakukan dan ternyata salah	186	212	51	3	1	453	930	848	153	6	1	1938	4,278146
16	PT. PLN (Persero) Area Barabai memberikan kompensasi jika terjadi kesalahan layanan yang dilakukan oleh personil/petugas	212	191	50	0	0	453	1060	764	150	0	1	1975	4,359823
17	Kesopanan penampilan personil yang ditugaskan	213	201	38	1	0	453	1065	804	114	2	0	1985	4,381898
18	Keramahan dan Kesopanan personil dalam memberikan layanan	203	211	37	0	0	453	1015	844	111	0	0	1970	4,348786

No	Variabel Penelitian	Tingkat yang diharapkan (orang)					Jumlah (Orang)	Skor (orang)					Jumlah	Rata-Rata
		SM	M	CM	KM	TM		5	4	3	2	1		
19	Kejujuran personil dalam menyampaikan pelayanan	208	209	36	0	0	453	1040	836	108	0	0	1984	4,379691
20	Pelanggan memperoleh respon positif tentang hal hal yang dibutuhkan	182	211	58	2	0	453	910	844	174	4	0	1932	4,264901
21	Ketersediaan aliran listrik	202	215	34	2	0	453	1010	860	102	4	0	1976	4,362031
22	Kestabilan voltase listrik	157	247	45	4	0	453	785	988	135	8	0	1916	4,229581
23	Kondisi jaringan listrik	175	236	41	1	0	453	875	944	123	2	0	1944	4,291391
	Total Rata-Rata (Y)													99,46799
	Y													4,324695

Table 2. Assessment of respondents by level performance of all variable determinants quality service PT.PLN (Persero) area Barabai.

No	Variabel Penelitian	Tingkat yang dirasakan (orang)					Jumlah (Orang)	Skor (orang)					Jumlah	Rata-Rata
		SM	M	CM	KM	TM		5	4	3	2	1		
1	Personil Berpengalaman dibidangnya	163	219	68	3	0	453	815	876	204	6	0	1901	4,196468
2	Jumlah personil sesuai dengan yang dibutuhkan	167	222	57	7	0	453	835	888	171	14	0	1908	4,211921
3	Personil yang bertugas memberikan layanan sesuai dengan harapan	145	235	59	14	0	453	725	940	177	28	0	1870	4,128035
4	Keluhan/Komplain pelangan ditindaklanjuti secara tepat dan cepat	139	222	73	17	2	453	695	888	219	34	2	1838	4,057395
5	Penyelesaian keluhan/complain pelanggan dilaksanakan secara tuntas	152	246	51	4	0	453	760	984	153	8	0	1905	4,205298
6	Personil yang ditugaskan cepat, tanggap dan dapat menyelesaikan tugasnya	152	238	55	8	0	453	760	952	165	16	0	1893	4,178808
7	Personil yang ditugaskan dapat bekerjasama dan memahami tugas	134	261	56	2	0	453	670	1044	168	4	0	1886	4,163355
8	Selau ada personil yang melayani bila diperlukan	140	212	84	17	0		700	848	252	34	0	1834	4,048565
9	Personil selau memberikan tanggapan baik dalam berkomuniasi	157	232	63	1	0	453	785	928	189	2	0	1904	4,203091
10	Saat personil yang dibutuhkan tidak ada, selalu ada penggantinya	135	229	74	12	3	453	675	916	222	24	3	1840	4,06181
11	Kemudahan menghubungi personil yang dibutuhkan	133	225	81	12	2	453	665	900	243	24	2	1834	4,048565
12	Alamat kantor mudah ditemukan	144	208	68	29	4	453	720	832	204	58	4	1818	4,013245
13	Lokasi Kantor Cukup Strategis dengan akses yang memadai	148	218	71	13	3	453	740	872	213	26	3	1854	4,092715
14	Kemudahan menghubungi melalui telepon dan alat komunikasi lain	139	227	68	18	1	453	695	908	204	36	1	1844	4,07064
15	Ketersediaan personil melakukan pelayanan ulang terhadap layanan yang pernah dilakukan dan ternyata salah	146	225	74	7	1	453	730	900	222	14	1	1867	4,121413
16	PT. PLN (Persero) Area Barabai memberikan kompensasi jika terjadi kesalahan layanan yang dilakukan oleh personil/petugas	173	215	64	1	0	453	865	860	192	2	0	1919	4,236203
17	Kesopanan penampilan personil yang ditugaskan	213	201	38	1	0	453	885	864	165	8	1	1923	4,245033
18	Keramahan dan Kesopanan personil dalam memberikan layanan	203	211	37	0	0	453	910	892	135	4	1	1942	4,286976
19	Kejujuran personil dalam menyampaikan pelayanan	208	209	36	0	0	453	925	900	120	6	0	1951	4,306843
20	Pelanggan memperoleh respon positif tentang hal yang dibutuhkan	182	211	58	2	0	453	840	964	129	2	0	1935	4,271523
21	Ketersediaan aliran listrik	202	215	34	2	0	453	830	988	108	8	0	1934	4,269316
22	Kestabilan voltase listrik	157	247	45	4	0	453	580	1084	180	12	0	1856	4,09713
23	Kondisi jaringan listrik	175	236	41	1	0	453	655	1060	162	6	0	1883	4,156733
	Total Rata-Rata (X)													95,67108
	X													4,159612

Based on the average value of importance (Y) and performance level (X) contained in table 1 and table 2, the step is to include the average value into each quadrant in the Importance-performance matrix.

To position , shown dividing line based on the value of the total average of importance (Y) of 4.32 And the average total value of performance (X) is 4.15.

For more details, about the position of each variable determining the quality of electricity services in PT.PLN (Persero) Barabai Area can be seen in Figure 1.
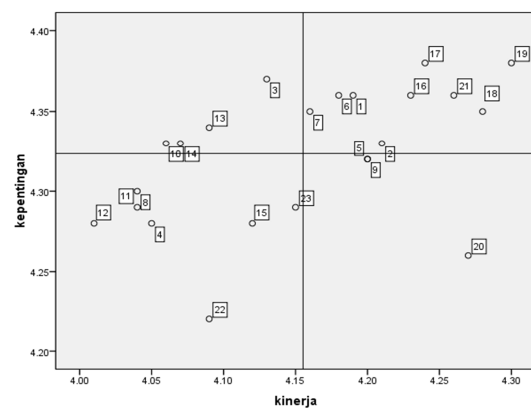

Fig. 1. Matrik *Importance-Performance.*

The Importance-Performance matrix is divided into four quadrants. Each quadrant represents a different state. Explanation of the position of each variable determining the quality of service.

a. Quadrant I (Top Priority)

Quadrant I is the region that contains the variables that are considered important by the customer but in fact, these variables are not as expected so that the variables included in this quadrant should be increased.

The variables are:

1. Personnel in charge of providing services in accordance with expectations (3) Personnel in charge of providing services in accordance with expectations have a very important role according to customers, while the performance of the PT. PLN (Persero) Barabai Area in providing personnel who served felt still lacking in overcoming complaints. Complaints felt by the customer is like there are still personnel who sometimes come late.

2. When the required personnel does not exist, there is always a replacement (10)

When the required personnel does not exist, there is always a replacement has a very important role according to customers, while the performance of the PT. PLN (Persero) Barabai Area in providing replacement personnel felt still less in overcoming complaints.

3. Strategic office location with adequate access (13)

Office Location Strategic enough with adequate access has a very important role according to customers, while the performance of the PT. PLN (Persero) Area Barabai although having a strategic office location with adequate access is still lacking. Complaints felt by the customer as there is still the delay of officers in overcoming the interference.

4. Ease of calling by telephone and other communication tools (14) Ease of contact via telephone and other communication tools have a very important role according to the customer, while the performance of the PT. PLN (Persero) Barabai area in the ease of contacting by phone and other means of communication is still lacking.

b. Quadrant II (Maintain Achievement)

Quadrant II is a region that contains the variables that are considered customers are in accordance with the perceived. The variables included in this quadrant must be maintained as they will make the product/service superior to the customer. The variables included in quadrant B are as follows:

1. Experienced Personnel in their field (1). Personnel Experienced in their field is very important and needs to be maintained. This is felt by the customer will be complaints are easily overcome by the officer.

2. Number of personnel as required (2). The number of personnel in accordance with the required is very important and still maintained, it is felt by the customer will complaints that are resolved by the officer with a sufficient number of personnel.

3. Personnel assigned quickly, responsive and can complete the task (6). Personnel assigned quickly, responsive and able to complete their duties is very important and still maintained, it is felt by the customer will be complaints that resolved by the officer quickly and responsive and able to overcome various disruptions experienced by customers.

4. Personnel assigned can cooperate and understand the task (2). Personnel assigned can work together and understand the task is very important and still maintained, it is felt by the customer will complaints where the officers cooperate with each other in overcoming the problem of disturbance experienced by the customer.

5. PT. PLN (Persero) Barabai Area provides compensation in case of service errors committed by personnel/officers (16). PT. PLN (Persero) Area Barabai provide compensation in case of service error made by personnel/officer is very important and still maintained, this is felt by the customer will complaint that happened mistake handling and get compensation from PT. PLN (Persero) Barabai area.

6. Courtesy appearance of assigned personnel (17). The courtesy of assigned personnel appearance is very important and still maintained, it is felt by the customer will complaints are overcome by the officer with a neat and clean look.

7. Hospitality and Modesty of personnel in providing services (18). The friendliness and courtesy of personnel in providing services is very important and sustained, it is felt by the customers of their grievances who receive friendly and courteous service.

8. Honesty of personnel in delivering services (19). Honesty of personnel in delivering services is very important and still maintained, this is felt by customers who get honest service delivery from the officers.

9. Availability of electric current (21). The availability of electricity flow is very important and still maintained, this is felt by the customer to the performance of PT PLN (Persero) Area barabai in maintaining the availability of electricity, so the blackouts do not occur routinely.

c. Quadrant III (Low Priority)
Quadrant III is a region that contains variables that are considered less important by customers and in fact its performance is not too special.

The variables included in quadrant C.

1. Complaints/complaints are acted upon promptly and quickly (4). Complaints/complaints are acted upon promptly and quickly in good enough value. However, the level of customer importance to complaints/complaints are followed up promptly and quickly are considered low. Customers understand because officers are still looking for the source of the disorder.

2. There are always personnel who serve when needed (8). There are always personnel who serve when needed at a good enough value by the customer. However, the importance of the customer to always have personnel who serve when required is low. Customers understand because the officers in the service sometimes have to perform services elsewhere.

3. Ease of contacting the required personnel (11). Ease of contacting the required personnel at a good enough value by the customer. However, the importance of the customer to the ease of contacting the required personnel is low.

4. Office address is easy to find (12). The office address is easy to find at a good enough value by the customer. However, the importance of the customer to the office address is easily found to be low.

5. Stability of the electrical voltage (8). The stability of the electrical voltage at the value is quite good by the customer. However, the importance of the customer to the stability of the electrical voltage is low.

6. Electric grid condition (23). in good enough value by the customer. However, the importance of customer to the electricity network condition is low.

d. Quadrant IV (Excessive)
Quadrant IV is an area that contains variables that are considered less important by the customer and felt too much. The variables included in this quadrant can be reduced so that the company can save costs. The variables included in quadrant D.

1. Completion of customer complaints/complaints done thoroughly (5). Completion of complaints/complaints of customers carried out thoroughly considered less important but its performance is considered good, this variable is considered less important because most customers are more concerned with the arrival of officers in advance than completion thoroughly.

2. Personnel selau give good response in komuniasi (9). Personnel selau give a good response in communications considered less important but its performance is considered good.

Customers get a positive response about what is needed (20). Customers getting a positive response about what is needed is considered less important but its performance is considered good.

Disscusion
Quadrant I with main priority areas must be addressed due to high expectations while service perception is low. This is the quadrant that contains the elements that are considered important by the customer but in reality the elements are not as expected, in other words, the level of satisfaction obtained by customers is still very low. Elements that enter this area should be improved service quality, the way is to improve the quality of service and make

improvements continuously so that the performance index of variable elements that are in this area will increase. The results of the distribution of respondents to the suitability of performance with customer expectations in quadrant I is as many as 4 variables. Quadrant II is to be maintained, because high expectation and service perception are also high.

This is the quadrant that contains the elements that are considered important by the customer and the perception of the service received by the customer is felt appropriate. The variables contained in this quadrant must be constantly maintained in quality as they are now considered to be a good level of service. The results of the distribution of respondents to the suitability of performance with customer expectations in quadrant II as many as 9 variables. Quadrant III is a low priority, because this area shows low expectations and low service perception. This is a quadrant that contains elements that are considered less important by the customer, while on the other hand aspects of the service perceived by the customer is also not too special.

Improving the quality of service in this area should be seriously considered because even if continuous improvement, the effect of satisfaction received by customers is still not very significant because in general the elements that are in this area are considered not very important by the customer.

The results of the distribution of respondents to the suitability of performance with customer expectations in quadrant III is as many as 6 variables. Quadrant IV as an excessive area, due to low expectations but high service perception, so not a priority to be addressed.

This quadrant contains elements considered less important by the customer, but the quality of service perceived by the customer is too high (above the interest index). The elements that fall within this quadrant are usually the elements that are typically overused by the customer, on a wider scale often the elements in this area are a source of waste for the company so that they can be reconsidered to be reduced in terms of cost savings.

The results of the distribution of respondents to the suitability of performance with customer expectations in quadrant IV that is as much as 3 variables.

Conclusion
Based on the analysis of the importance and performance, the variables that have low performance but high importance, which should be improved its performance are: personnel in charge of providing services in accordance with expectations, when the required personnel does not exist, there is always a replacement, strategic office location with adequate access, ease of contact by phone and other communication tools. Variables that have high performance and importance where the performance must be maintained is the personnel Experienced in the field number of personnel in accordance with the required, personnel assigned quickly, responsive and can complete the tasks assigned personnel can work together and understand the task of PT. PLN (Persero) Barabai Area provides compensation in case of service mistakes made by personnel/officers, courtesy of assigned personnel performance, friendliness and courtesy of personnel in providing services, honesty of personnel in delivering services and availability of electricity. Variables that have low performance and interest are complaints/complaints follow up promptly and promptly, there are always personnel who serve when necessary, ease of contacting the required personnel, office address easily found, stability of electrical voltage and electrical network conditions. While the variable that has a high performance but low interest is the completion of complaints/complain customers done completely, personnel always give good responses in communicating, customers get a positive response about things that are needed.

Suggestion
For the PT.PLN (Persero) Barabai Area should maintain and improve the quality of services provided to customers so that the customers not dissapointed.

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