

## **OPTIMIZATION OF CUSTOMER SERVICE ADMINISTRATION AT PT. (PERSERO) PLN CUSTOMER SERVICE UNIT (ULP) PURBALINGGA**

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### **Abstract**

Administration in customer service is an important element in every organization engaged in the service sector, including in electricity service providers such as PT. PLN ULP Purbalingga. This study aims to describe and analyze the customer service administration applied in customer service management, as well as identify and analyze the inhibiting factors of the service system of PT. PLN in the service process. The method used in this study is the descriptive method. With data collection techniques through interviews, observations and documentation. In the services provided by PT. PLN ULP Purbalingga has implemented an integrated service system, but there are still several obstacles in terms of customer service response time, ineffective communication, and customer complaint management system.

**Keywords:** Administration, Service, Customer, Customer Complaints

### **Abstrak**

Administrasi pada pelayanan pelanggan merupakan elemen penting dalam setiap organisasi yang bergerak di sektor layanan, termasuk dalam penyedia layanan listrik seperti di PT. PLN ULP Purbalingga. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis administrasi pelayanan pelanggan yang diterapkan dalam pengelolaan layanan pelanggan, serta mengidentifikasi dan menganalisis faktor penghambat dari sistem pelayanan PT. PLN dalam proses pelayanan. Metode yang digunakan dalam penelitian ini yaitu metode deskriptif. Dengan teknik pengumpulan data melalui wawancara, observasi dan dokumentasi. Pada pelayanan yang diberikan oleh pihak PT. PLN ULP Purbalingga telah menerapkan sistem pelayanan yang terintegrasi, namun masih terdapat beberapa kendala dalam hal respon waktu layanan pelanggan, komunikasi yang belum efektif, dan sistem pengelolaan keluhan pelanggan.

**Kata Kunci:** Administrasi, Pelayanan, Pelanggan, Keluhan Pelanggan



## **A. INTRODUCTION**

In today's digital era, information technology transformation has become the main driver in improving the efficiency and effectiveness of customer service administration. Customer service is the ability of employees who have knowledge, ability, and enthusiasm in delivering products and services to internal and external customers in a way that can satisfy needs, both identified and unidentified, for a good end result (Lucas, 2009).

PT. PLN ULP Purbalingga, as the main electricity provider in Indonesia, is required to adapt to the development of digital information in order to meet the increasingly high expectations of the public for service quality. Good customer service administration not only focuses on the provision of electrical energy, but also includes managing customer interactions, handling complaints, and delivering information quickly and accurately. This is important to maintain customer satisfaction and create a better relationship between the company and society.

According to the Servqual theory developed by Parasuraman, Zeithaml, and Berry (1988) explained that service quality can be measured through five dimensions, namely *tangibles*, *reliability*, *responsiveness*, *assurance*, and *empathy*. These dimensions provide guidance for companies to evaluate the performance of their services. For example, the *tangibles dimension* includes the physical aspects of the service, such as facilities and equipment, while *responsiveness* reflects the company's ability to respond quickly to customer requests and complaints. Service quality is also used as a benchmark for the implementation of services and an assessment of service quality as a commitment of the organizers to the community that is quality, fast, easy and affordable (Gol, 2009).

However, at PT. PLN ULP Purbalingga itself, in customer service is still carried out using conventional methods, namely customers must come directly to the office to submit complaints or submit service requests.

This process is not only time-consuming for customers, but it also puts a strain on the company's resources in terms of labor and queue management. In addition, this method often causes inconvenience for customers who are busy or live far from PLN offices. As a result, customer satisfaction can be disrupted, because customers feel that the service process is less efficient and not in accordance with their expectations for comfort and ease of interacting with the company. According to Zikmund et al (2003:72), satisfaction is defined as the evaluation after the purchase as a result of the comparison between expectations before the purchase and actual performance.

Therefore, the solution that can be offered to overcome the above problems is by utilizing digital technology such as providing an understanding in the use of *online platforms* owned by PLN, such as PLN Mobile or the *Contact Center 123 Service* owned by PLN. To support the implementation of digital information systems, training for PLN ULP Purbalingga staff is also needed to ensure that they have adequate skills in managing new systems and providing optimal services through digital *platforms*. In addition, PLN can expand communication channels through social media such as *Instagram*, *Facebook*, *Twitter* and other media owned.

## **B. IMPLEMENTATION AND METHODS**

The implementation of this research was carried out at PT. PLN Purbalingga Customer Service Unit (ULP), which is one of the units that has an important role in providing electricity services in the region. This research was carried out with an internship duration of 17 weeks, starting from July 22, 2024 to November 17, 2024. During this period, the researcher will be directly involved in various operational and administrative activities in the company, with the aim of gaining a deep understanding of the processes and policies implemented at PT. PLN ULP Purbalingga.

The data collection methods in this study

include:

1) Interview

In this approach technique, the researcher explores information related to the research topic through sharing with the manager. Interviews are conducted by direct communication to obtain in-depth information and a broad perspective on the phenomenon being researched. During the interview, the researcher can ask questions openly and flexibly to obtain relevant data, as well as explore the manager's experience, views, and knowledge regarding the research topic.

2) Observation

Conduct direct observations of phenomena related to the research topic, so that they can complete the data and understanding obtained from the interview. In this process, researchers focus attention on behaviors, interactions, and environmental conditions related to the object of research. These observations allow researchers to get a clearer picture of the practice happening in the field and how it affects the outcome or process being studied.

3) Documentation

This technique is carried out by viewing and studying various documents, notes, reports, and archives related to the research topic. Documentation provides more objective and accountable information, because the data obtained is in the form of well-documented records.

The courses taken by researchers cover various relevant fields to equip them during the internship activities. These courses include entrepreneurship, organizational theory and leadership, professional ethics, information technology applications, archival management II, public speaking, practicum/Work

Integrated Learning, international management, Japanese IV.

## **C. RESULTS AND DISCUSSION**

Customer service plays an important role in managing administration both manually and digitally. From the research conducted, some of the main findings related to customer service administration at PT. PLN Customer Service Unit (ULP) Purbalingga can be summarized as follows:

### **1. Customer Service Administration in responding to customer complaints through oral or direct service**

Employees have provided services directly to every customer who comes to the PLN office, such as employees directly asking what customers need when they first arrive and welcome to sit down if they have to wait and queue. Then provide an easy-to-understand explanation for customers and provide a comprehensive explanation of the available services.

### **2. Customer service through writing or print media**

Employees can update pamphlets or brochures so that the content of the information conveyed is easy for the public to understand, and socialize about the use of platforms provided by PLN such as the PLN Mobile application, considering that there are still many people who still do not know the functions and benefits of the application.

### **3. Customer Service in handling customer complaints through technical services**

Providing information related to the problem being handled in a place evenly and announced before the implementation of the improvement is very important in engineering services to ensure transparency and effective communication with customers. This allows customers to understand the situation that occurs, such as service interruptions or necessary maintenance, as well as estimate the required turnaround time. Thus, customers feel

cared for and adequately informed about the status of ongoing services. The announcement can be disseminated through various communication channels such as the PLN Mobile application, social media to reach customers more widely and ensure information arrives quickly and evenly.

#### **4. Factors that hinder customer service administration**

Customers have many complaints about the services provided by PT. PLN ULP Purbalingga. Many customers feel that the explanations given by employees are still unclear and difficult to understand. In addition, the information submitted is also considered uneven, where some customers still lack complete or timely information. This causes dissatisfaction and makes customers feel that the service they receive is not optimal.

### **D. CLOSING**

#### **Conclusion**

The results of the analysis on customer service at PT. PLN ULP Purbalingga has an important role in managing administration both manually and digitally. The service provided to customers is quite good, with employees who provide easy-to-understand explanations, as well as updating pamphlets and brochures to make it easier to convey information. However, there are still several factors that are obstacles, such as the lack of clarity in the explanations given by employees and the uneven distribution of information to all customers. This can lead to customer dissatisfaction, which indicates that there is room for improvement in the quality of communication and information distribution in the administration of customer service

#### **Suggestion**

Based on the existing analysis and conclusions, several suggestions or recommendations that can be given to improve and optimize customer service administration at PT. PLN ULP Purbalingga

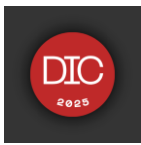
includes:

- 1) Improve the quality of employee communication so that customers can more easily understand the explanations provided so that it can help reduce customer confusion.
- 2) Ensuring the distribution of information provided more evenly and in a timely manner to customers by using various digital communication channels such as social media, websites, and PLN Mobile applications.
- 3) Considering that there are still many people who have not fully utilized the PLN Mobile application, PT. PLN ULP Purbalingga can increase socialization related to the use of this application. This socialization can be carried out through direct activities at service offices, social media and counseling to the community in the surrounding environment.

By paying attention to these suggestions, it is hoped that the customer service administration at PT. PLN ULP Purbalingga can be more optimal, effective, satisfactory and in accordance with customer expectations.

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