



IMPLEMENTATION OF CENTRALIZED CUSTOMER SERVICE APPLICATION AT PT. PLN ULP PURBALINGGA

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Abstract

PT. PLN ULP Purbalingga is an office engaged in the energy sector. PT. PLN ULP Purbalingga is an office that focuses on serving customer needs related to electricity needs such as electricity installation, applying for voltage increases or adding power. The main focus of this office is to serve the community in receiving complaints related to their electricity needs. With the development of information technology that is increasingly developing, it will provide ease of service for users. The purpose of this internship is to improve logical, critical, systematic, and innovative thinking in the context of developing and implementing science and technology. With the observation method, the results obtained are that the development of technology in the world of work, especially the employees of PT. PLN ULP Purbalingga, is very helpful in achieving company goals. The application of digitalization in the form of applications to facilitate employee work carried out is a form of facing competition in the reform era. Digitalization application is an application that utilizes digital technology to process, store, and access data electronically, so that the application of digital applications has a positive impact on the performance of company employees. The application used by PT. PLN ULP Purbalingga is a Centralized Customer Service Application. Centralized Customer Service Application is software used to manage customer data and support the service process at PLN, thus providing convenience in managing customer information system.

Keywords: Customer Service Application, Digitalization

Abstrak

PT. PLN ULP Purbalingga merupakan kantor yang bergerak di bidang energi. PT. PLN ULP Purbalingga merupakan kantor yang berfokus untuk melayani kebutuhan pelanggan terkait kebutuhan listrik seperti pemasangan listrik, pengajuan naik tegangan atau tambah daya. Fokus utama dari kantor ini untuk melayani masyarakat dalam menerima pengaduan terkait listrik mereka. Dengan perkembangan teknologi yang semakin berkembang akan memberikan kemudahan layanan untuk pengguna. Adapun tujuan

dari magang ini adalah untuk meningkatkan pemikiran logis, kritis, sistematis, dan inovatif dalam konteks pengembangan dan pengimplementasian ilmu pengetahuan dan teknologi. Dengan metode observasi, hasil yang di dapatkan adalah bahwa perkembangan teknologi dalam dunia kerja khususnya para pegawai PT. PLN ULP Purbalingga sangat terbantu dalam mencapai tujuan perusahaan. Penerapan digitalisasi berupa aplikasi untuk mempermudah kerja karyawan yang dilakukan adalah sebagai bentuk menghadapi persaingan di era reformasi. Aplikasi digitalisasi adalah aplikasi yang memanfaatkan teknologi digital untuk mengolah, menyimpan, dan mengakses data secara elektronik, sehingga penerapan dari aplikasi digital memberikan dampak positif pada kinerja karyawan perusahaan. Aplikasi yang di gunakan oleh PT. PLN ULP Purbalingga adalah Aplikasi Pelayanan Pelanggan Terpusat. Aplikasi pelayanan pelanggan terpusat merupakan perangkat lunak yang digunakan untuk mengelola data pelanggan dan mendukung proses pelayanan di PLN, sehingga memberikan kemudahan dalam pengelolaan sistem informasi pelanggan.

Keyword: Aplikasi Pelayanan Pelanggan, Digitalisasi

A. INTRODUCTION

PT. PLN Purpling uses an information system to facilitate work. Information system is a system whose components are interconnected in an organization to support decision making and presentation of information, as well as supervision and control of the company. Information systems should be designed appropriately to meet user needs so as to create user satisfaction. User satisfaction is associated with the user's response or attitude towards system interaction and the use of system outputs so that they can be utilized optimally. The information system used by PT. PLN Purbalingga is the Centralized Customer Service Application. This application is software used to manage customer data and support the service process at PLN. PLN customer service is a service provided by PLN to customers in the form of information, such as new installation services, power changes,

temporary power connections, as well as meter reading and electricity bill calculations. One of the objectives of the Centralized Customer Service Application is the ease of managing customer information systems.

The company can take a number of security measures designed to encourage customers to trust every service provided by PT. PLN which is oriented towards service quality. Service Quality is any action or activity that can be offered by a party to another party as an effort to achieve the needs and desires of consumers and the provision of its delivery in balancing consumer expectations. Quality must start from customer needs and end at customer perception. This means that the image of good quality is not based on the perception of the service provider, but based on customer perceptions. Customer perception of service quality is a comprehensive assessment of the

excellence of a service. Service quality is described as a statement about attitude, a relationship resulting from a comparison of expectations and performance.

B. IMPLEMENTATION AND METHODS

Internship activities at PT. PLN ULP Purbalingga located at Jenderal Sudirman St. No. 113, Purbalingga, Central Java. The internship started on July 22, 2024 until November 15, 2024. Internships at PT PLN ULP Purbalingga have working hour regulations every Monday to Friday at 07.30 WIB until 16.00 WIB.

Internship activities at PT. PLN ULP Purbalingga are inputting customer data using the Customer Service Application. One of the technologies that are widely applied by companies is work applications. Work applications are included in the software category. An application is the use in a computer, instructions or statements arranged in such a way that the computer can process input into output. The input device functions to enter data into the computer while the output device functions to display the results of data processing.

The Centralized Customer Service Application is software used to manage customer data and support the service process at PLN. PLN customer service is a service provided by PLN to customers in the form of information. Such as new installation service information, power changes, temporary power connections, as well as meter reading and electricity bill calculations. One of the objectives of the Centralized Customer Service Application is the ease of managing customer

information systems. Information system is a system whose components are interconnected in the organization to support decision making and presentation of information, as well as supervision and control of the company. In this case, the activities carried out using the Centralized Customer Service Application are inputting customer meter numbers and updating data according to the type of customer mutation.

C. RESULT AND DISCUSSION

In the face of global competition, companies have been faced with various forms of technological advances and very rapid scientific development. Companies need to see current developments as a challenge that must be faced with knowledge-based and have skills and expertise such as in the application of information technology. Information technology uses computers in internet-based data processing so that it can present accurate, relevant and timely information and with information technology all systems will be integrated in all offices or companies so as to increase the speed in responding to something. With this, the use of technology in the company has a positive impact on business processes, especially in the ease of providing services to customers (Salsabilla, Mokhamad, & Hendriyani, 2022). Technology is a method or method and process, or a product resulting from the application and utilization of various scientific disciplines that provide benefits to meet the needs, continuity, and improve the quality and quality of human life

(Ramahdani, Putri, & Zainarti, 2023).

The development and advancement of information technology today is increasingly rapid, one of which is used for information services. In supporting its activities, PT PLN Purbalingga uses information systems to facilitate work. Information system is a system whose components are interconnected in an organization to support decision making and presentation of information, as well as supervision and control of the company (Fendini, Kertahadi, & Riyadi, 2023). The information system used by PT. PLN Purbalingga is the Centralized Customer Service Application. The Centralized Customer Service Application is software that functions as a customer service such as new installations, filling out survey data, payments, managing customer data and periodically monitoring customer data located throughout PLN Indonesia (Sari & Maita, 2017). The Centralized Customer Service Application system provides services to customers, one of which is in terms of installing new electricity meters, making it easier for customers to get information on electricity installation.

The Centralized Customer Service Application consists of 3 main types of activities, namely:

1. Customer service

The customer service function is a function that carries out services in the form of providing information for the needs of PLN (internal) officers, including information related to PLN service products, both new connections, power changes, and other service products.

2. Meter reading & Billing

The function of reading meters and calculating electricity bills is a function that carries out services in the form of reading, recording and recording meter position numbers.

3. Collecting

The billing function is the function of carrying out the activities of recording customer receivables, managing billing, paying customer bills, temporary disconnection, and reconnection.

Centralized Customer Service Application is a centralized application system made online (web-based application) that implements the entire process of customer service and administration at PT PLN (Persero) with integration between functions so as to maximize the management and monitoring process (Salsabilla, Mokhamad, & Hendriyani, 2022). With the Centralized Customer Service Application, operational costs are more efficient, gaining access to information from business units in real time and the availability of reports and information that is faster and also more effective as a support for company decision making.

The Centralized Customer Service Application allows PLN customers to make requests for new installations, power changes, or temporary electricity connections. The Centralized Customer Service Application has several features, namely:

1. Request for new installations of electricity

Application for new installations in the Centralized Customer Service Application is

the process of registering new electricity installation services for PLN customers. This feature allows to record information of customers who will apply for new installation, determine the type of service requested such as electric power and tariff, and manage administrative data for verification and approval purposes. All data related to new installations will be stored in the Centralized Customer Service system for monitoring.

2. Electricity power change

The power change feature in the Centralized Customer Service Application is an application process by PLN customers to increase or decrease the capacity of electric power. The Centralized Customer Service system will record customer data, requested power, and location. The AP2T system then calculates the cost of the power change. All processes and customer data will be stored in the AP2T system for monitoring.

3. Temporary electricity connection

The temporary connection feature in the Centralized Customer Service Application is a service that allows PLN customers to get a temporary electricity connection as needed. Such as certain events or other activities that require electricity supply for a limited time. The system will record data such as customer information, duration, and power requirements. The system will then calculate the temporary connection fee. After the duration ends PLN will disconnect the temporary electricity connection.

4. Meter reading and electricity bill calculation

The meter reading and electricity bill features in the Centralized Customer Service Application are functions used to record customer electricity usage and calculate electricity bills. This feature is designed to ensure the accuracy of customer electricity usage data and simplify the billing process.

The Centralized Customer Service Application is a digital solution that supports the transformation of PLN services towards a modern and integrated direction. With these features, the Centralized Customer Service Application system not only facilitates customer data management, but also improves PLN's operational efficiency and increases customer satisfaction, thus making PLN more professional in facing the challenges of electricity needs in Indonesia.

D. CLOSING

a. Conclusion

Through internships at PT. PLN ULP Purbalingga, the author gained new knowledge and experience, especially in the application of information technology applications. The knowledge gained from lectures has been applied to activities during the internship by applying it to activities that have been carried out during the internship. This allows the author to better understand how to apply existing knowledge by directly applying it according to real-world situations.

The application of digitalization in the form of

applications to facilitate a job needs to be done, because as a form of facing competition in the reform era. The application of digital applications has a positive impact on employee performance, with the digital application employees can maximize their performance to achieve company goals. Like the application implemented at PT. PLN ULP Purbalingga is the Centralized Customer Service Application. The Centralized Customer Service Application is a PLN application system that is nationally standardized to carry out customer service business processes including customer service functions. PLN customer service is a service provided by PLN to customers in the form of information, such as new install service information, power changes, electricity bills and customer complaints. One of the objectives of the Centralized Customer Service Application is the ease of managing customer information systems.

b. Suggestion

In supporting its activities, PT. PLN uses information systems to facilitate work. Information systems should be designed appropriately to meet user needs so as to create user satisfaction. The company can take a number of steps designed to improve and meet user needs to encourage customers to trust every service provided by PT. PLN which is oriented towards service quality. Service quality is any action or activity that can be offered by a party to another party in an effort to achieve the needs and desires

of consumers and the provision of its delivery in balancing consumer expectations. Quality starts with customer needs and ends with customer perceptions. Customer perception of service quality is a comprehensive assessment of the excellence of a service. Service quality is described as a statement about attitudes, relationships, resulting from a comparison between expectations and performance (Nurjanah & Tuswoyo, 2022).

The information system used by PT. PLN ULP Purbalingga is the Centralized Customer Service Application on operational improvements that need to be improved so that the implementation of the Centralized Customer Service Application system can be used optimally. The quality of the system and the quality of the Centralized Customer Service Application need to be evaluated regularly to minimize data input errors, so that there will be no mismatches in customer information that have an impact on billing errors and handling of inappropriate requests, as well as evaluating feature needs and application development such as adding an auto-save feature to the application, so that if the application is closed suddenly, the data that has been entered will not be lost and does not need to be re-entered, the application can be developed again to meet user needs. Thus, the company's performance can run better and more efficiently.

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