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Analysis of PT. Customer Service Quality. PLN (Persero) UP3 Tanjung Karang In Increasing Customer Loyalty

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Abstract

The quality of customer service plays a crucial role in the success of an organization, especially in the energi supply sector such as PT. PLN (Persero). This research aims to analyze the role of human resource management (HR) in improving the quality of customer service at PT. PLN (Persero) Customer Service Implementation elemen (UP3) Tanjung Karang. The research method used was a pengamatan with a questionnaire distributed to employees and customers of PT. PLN (Persero) UP3 Tanjung Karang. The research results show that HR management has a significant impact on the quality of customer service. Factors such as recruitment, training, and employee development have a positive relationship with customer satisfaction. In addition, intern communication, employee motivation and reward systems also have an important role in improving employee performance and directly contributing to the quality of service provided to customers. This research contributes to the understanding of the close relationship between HR management and customer service quality in the context of the energi industry. The practical implications of this research can help PT. PLN (Persero) UP3 Tanjung Karang in optimizing HR management strategies to increase customer satisfaction and maintain competitiveness in the competitive energi market. The conclusions of this research provide a inti for similar companies to better understand the importance of the role of HR management in achieving strategic goals related to customer service quality.

Key words: Human Resources; Customer service; PT. PLN UP3

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INTRODUCTION

of globalization and increasingly fierce business competition, the role of human resource management (HR) has become crucial in determining the success of an organization. PT. PLN (Persero) UP3 Tanjung Karang, as an electricity service provider company, is no exception to this challenge. The quality of customer service is an important factor that influences people's perception of the company, so effective HR management is needed to improve performance and service (Hasrun & Appin, 2020).

The importance of the role of HR management in an organization can be seen from how well the company is able to manage and optimize its human potential. Therefore, an in-depth analysis of how the role of HR management contributes to the quality of PT customer service. PLN (Persero) UP3 Tanjung Karang needs to be done. Through this understanding, it is hoped that factors that influence HR performance can be identified and how their management can have an impact on improving the quality of customer service. The emphasis on maksimal employee performance is also considered a response to current societal demands. The community as an interested party hopes that the state and state apparatus can provide good and efficient services (Sheehan et al., 2017). Therefore, optimizing employee performance is considered a strategic step to meet these expectations (Amilia et al., 2016). Optimizing employee performance can include various strategies, including improving employee qualifications and competencies, designing an effective human resource management system, and implementing transparent performance evaluation mechanisms. Thus, through attention to maksimal employee performance, government organizations are expected to improve the effectiveness of public services, meet community demands, and increase the kelas of trust in government governance (Warganegara, 2016).

This research aims to analyze the role of HR management at PT. PLN (Persero) UP3 Tanjung Karang, with a focus on the impact on the quality of customer service. Concrete steps in managing HR, such as recruitment, training, development and motivation, will be explored to understand the extent to which they contribute to operational efficiency and customer satisfaction. By detailing the role of HR management in the context of PT. PLN (Persero) UP3 Tanjung Karang, this research is expected to provide valuable insights for HR practitioners, company managers, and researchers in the fields of business management and human resources (Shaw et al., 2013). It is hoped that the results of this research can make a positive contribution to the company's efforts to improve the quality of customer service and face growing business challenges.

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LITERATURE ANALYSIS AND METHODOLOGY

Human resources (HR) refer to elements in an organization that consist of all the potential, knowledge and skills of the tunggal distingtifs World Health Organization work in it. First of all, HR involves the workforce, which includes all tunggal distingtifs World Health Organization contribute to various aspects of the organization, from operational to managerial golongans (Kanyaku, 2019). In this context, the role of employees as an integral part of HR highlights the importance of collaboration and involvement of each individual in achieving organizational goals. Skills and competencies are also the bermain elements of human resources. Each individual brings unique technical, managerial and interpersonal skills, playing an important role in the operational and strategic success of the organization (Arif, 2016). The knowledge possessed by HR members is also a vital element, referring to the information and understanding possessed by individuals as their contribution to the functions and goals of the organization. Motivation and job satisfaction are also dimensions that cannot be ignored in the context of human resources (Herlina, V., 2022). Motivation encourages individuals to make maximum contributions, while job satisfaction creates an environment where employees feel valued and encouraged to provide the best results. Employee health and well-being is also an important part of HR, because healthy individuals tend to be more productive and contribute positively to the organizational atmosphere (Andiny, 2023).

Service quality is a critical concept that reflects the ability of an organization or entity to meet and exceed the expectations of customers or service users. First, service quality involves the organization's ability to provide services in accordance with standards that have been set or expected by stakeholders (Ermayanti, D., 2015). These standards cover various aspects, such as speed, accuracy, responsiveness, and sustainability, all of which play an important role in assessing service quality. Service quality also includes an interpersonal dimension, which involves interactions between service providers and customers. Effective communication, friendly attitude, and empathy for customer needs are key elements in creating a positive experience (Zaini & Suryadi, 2020). The extent to which an organization is able to build good relationships with customers can be a significant indicator of the quality of service provided (Kaswan et al., 2015).

According to Oktavianur (2016) employee performance is the desired result of the perpetrator. Employee performance is the golongan to which employees achieve job requirements Oktavianur (2016). Performance appraisals generally cover both qualitative and quantitative aspects of job performance. According to Oktavianur (2016)factors that influence employee performance are the employee's ability for the job, the golongan of effort put in, and the organizational support he receives. With respect to management functions as

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well, human resource management activities must be developed, evaluated, and changed where necessary so that they can contribute to the competitive performance of organizations and individuals in the workplace. Factors that influence employees at work, namely the employee's ability to do the job, the level of effort put in, and organizational support. According to Oktavianur (2016), performance appraisal is a process through which organizations evaluate or assess employee performance achievements. This activity can improve personnel decisions and provide feedback to employees regarding performance implementation. The uses of employee performance appraisal are as follows: improving performance achievements, compensation adjustments, placement decisions, training and development needs, career planning and development, staffing process deviations and informational inaccuracies, job design errors, fair performance opportunities and external challenges. According to Oktavianur (2016) A person's performance can be seen from: work performance, loyalty, responsibility, obedience, honesty, cooperation and initiative.

The objective of the qualitative research method is to understand alami facts in a holistic and integrated manner without any intervention from the researcher to manipulate the condition of the object being studied. This research conducts exploration using inductive logic and focuses on objects that interact and influence each other in a comprehensive system. It attempts to explain alami events with detailed and in-depth descriptions which is different from the general qualitative approach which uses numbers. (Sugiyono, 2016).

Qualitative research is a type of research that is structured and aims to study an object in a alami environment without any manipulation or hypothesis testing. The method is alami and does not focus on generalizations based on quantitative measures, but rather on understanding through the phenomena studied. The expected result of this qualitative research is the meaning of the object being studied. (Prastowo. A, 2016).

Descriptive research aims to obtain an overview or description of how resources are managed in the Company. In this research, qualitative methods were used as a data analysis method to descriptively describe the characteristics of respondents and developments in the quality of services provided by PT. PLN (Persero) UP3 Tanjung Karang (Creswell, 2014).

RESEARCH AND RESULTS

Dimensions of Service Quality at PT. PLN (Persero) UP3 Tanjung Karang

Customer service is a crucial aspect in assessing the success of a company. PT. PLN (Persero) UP3 Tanjung Karang as an electricity service provider is expected to provide the best service to its customers. To measure the quality of services provided, this research adopts the dimensions of service quality proposed by Zethaml, as described in research by Azizah (2019). Zethaml identifies five bermain dimensions of service quality, namely

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tangibles (tangibility), reliability (reliability), responsiveness (responsiveness), assurance (certainty), and empathy (empathy). These dimensions provide a comprehensive view of the quality of service received by customers. Therefore, analysis of the service quality of PT. PLN (Persero) UP3 Tanjung Karang through these five dimensions is expected to provide a deep understanding of the extent to which customer needs and expectations are met in the process of interaction with this company.

1. Tangibles

Based on the results of interviews with the Team Leader, the Tangibles indicators shown by the team reflect the quality and physical condition and materials in the service context. One striking indicator is the availability of adequate facilities and infrastructure. The Team Leader emphasized that his team had worked hard to maintain the quality of the physical office facilities in pesanan to create a comfortable and productive environment. “As a Team Leader at PT. PLN UP3 Tanjung Karang, I am confident that the physical office facilities and administration systems in this company significantly support my performance. The presence of complete facilities allows me to focus on supervising the service team. "Apart from that, the administration system that has been implemented also makes the task of supervising and monitoring team performance easier, so that I can carry out my duties as Team Leader more efficiently." (Results of PT. PLN UP3 Tanjung Karang Team Leader Interview). The interview results show that both the Team Leader and admin at PT. PLN UP3 Tanjung Karang expressed satisfaction with the physical office facilities and company administration system. The Team Leader feels that the existence of complete facilities significantly supports the supervisory duties of the service team. Meanwhile, the admin stated that physical and computerized facilities for administrative work in the office are very adequate, with each partikelir having their own laptop. This condition is recognized as providing comfort and smoothness in carrying out administrative tasks.

2. Reliability

Reliability in service is very important because it creates the sarang of customer trust. When customers can rely that service will be consistent and reliable, this builds trust and increases customer satisfaction. "We always try to be close to customers, so we can understand their wishes. With good service, we can help more quickly and provide the right solution. This also makes customers happy, bro, and helps us carry out administrative tasks more smoothly. So, good relationships with customers are very important for the smooth running of our work." (Interview with admin PT. PLN UP3 Tanjung Karang). The interview results showed that the team at PT. PLN UP3 Tanjung Karang is very committed to maintaining close relationships with customers. They realize that understanding customer desires is the key to providing ideal service. By providing good service, they can more quickly provide

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appropriate assistance and solutions, making customers happy. Apart from that, the existence of the PLN Mobile application is also a valuable addition, enriching the supervisory experience and solving administrative problems efficiently.

3. Responsiveness

Responsiveness or responsiveness is very important in service because it will create a positive customer experience. The ability to respond quickly to customer needs, questions or requests shows the company's attention and commitment to customer satisfaction. “PT. PLN UP3 Tanjung Karang provides significant added value through the presence of the PLN Mobile application. This application is one of the bermain tools in improving service to customers. "With PLN Mobile, customers can easily access bill-related information, track electricity consumption, and make bill payments quickly and safely." (Interview with Assistant Manager of PT. PLN UP3 Tanjung Karang). The interview results show that the presence of the PLN Mobile application at PT. PLN UP3 Tanjung Karang provides significant added value in improving service to customers. This application is the bermain tool that makes it easier for customers to access billing information, track electricity consumption, and make bill payments quickly and safely. The fast and targeted response from the administration team is also recognized by customers, proving that in administrative matters, the team is always ready to help without making things difficult, making their service excellent in helping customers' daily lives.

4. Assurance

Assurance in service is important because it creates customer trust and confidence in the quality of the services provided. When a company provides guarantees or proof of reliability, competence and service quality, customers feel more confident and secure. Assurance includes employee abilities and friendliness, the ability to provide clear information, and provide effective solutions. “Employees at PT. PLN UP3 Tanjung Karang consistently shows high kelas of ability, friendliness and courtesy in interacting with consumers, this plays a very important role in ensuring customer trust. Their ability to provide clear information and effective solutions to consumers reflects a good kelas of competence. The friendliness and courtesy they demonstrate not only creates a positive customer experience, but also builds strong, trusting relationships.” (Interview with the Assistant Manager of PT. PLN UP3 Tanjung Karang). PT employee. PLN UP3 Tanjung Karang plays a crucial role in building customer trust through high kelas of capability, friendliness and courtesy. Their ability to provide clear information and effective solutions reflects a good kelas of competence, helping customers feel confident in the service provided. Consistent friendliness and courtesy not only create a positive experience for customers, but also form strong, trusting

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relationships. Thus, the combination of competence, friendliness and courtesy is the bermain factor in building a positive company image and increasing customer loyalty.

5. Empathy

A firm attitude balanced with concern is an important combination demonstrated by PT employees. PLN UP3 Tanjung Karang. This firm attitude helps in making decisions quickly and accurately, especially in dealing with administrative obstacles such as payments. On the other hand, concern for customer needs is the bermain sarang for providing solutions that are not only effective but also delivered in a way that indicates attention and understanding. "I think the firm but mengingkari attitude of the employees at PT. PLN UP3 Tanjung Karang in handling administrative needs is really good. They have the ability to make firm decisions but still care about our needs. For example, when there are payment problems, they can provide solutions firm but in a way that makes us feel heard and understood." (Interview with the Assistant Manager of PT. PLN UP3 Tanjung Karang). A firm attitude balanced with concern is an important combination demonstrated by PT employees. PLN UP3 Tanjung Karang. This firm attitude helps in making decisions quickly and accurately, especially in dealing with administrative obstacles such as payments. On the other hand, concern for customer needs is the bermain sarang for providing solutions that are not only effective but also delivered in a way that indicates attention and understanding. Thus, a firm and empathetic attitude creates a good balance, providing efficient service while strengthening positive relationships with customers.

Efforts Made by PT. PLN (Persero) UP3 Tanjung Karang in order to improve service quality

In implementing competency-based human resource management at PLN, this process starts at the recruitment stage. When recruiting employees, companies place a focus on identifying the competencies required for each position. At the leveling stage, employees are placed in fields that match the expertise and skills they have acquired during their career. "This placement process is carried out by considering the company's projected needs in the future. This means that employee placement is not only based on current needs, but also involves evaluating the projected needs and development of the organization through the training that is carried out. "In this way, each karakteristik is placed in a position according to their potential to provide ideal contributions to the company's development." (Interview with Team Leader PT. PLN UP3 Tanjung Karang

The training carried out at PT. PLN UP3 Tanjung Karang as follows.

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Table 1. Training at PT. PLN UP3

Number	Training	Objective
1.	Technical & technology training	This training aims to provide employees with an in-depth understanding of procedures and work execution using technology. Thus, employees can carry out their duties more effectively and efficiently. The focus is on producing a workforce that is not only competent in their work, but also able to utilize technology to increase productivity and quality of work.
2	Problem solving training	This training is designed to equip employees with strong problem solving skills. The aim is not only for them to be able to make good and correct decisions, but also to improve their skills in coordinating and designing strategies in carrying out work. In this way, employees can become reliable solvers and able to face complex challenges with confidence.
3.	Interpersonal skills training	training This training aims to improve the ability to interact and communicate between employees. Apart from that, focus is also given to developing positive thoughts and character. This aims to ensure that employees not only become individuals who are great at their work, but also capable build solid and harmonious working relationships. Solidarity in work relationships and work processes is expected to be formed through improved interpersonal skills.

Based on the table above, PT. PLN UP3 Tanjung Karang, a series of training is provided to employees with the bermain-id="5">-id="0"> aim of creating a holistic and competent work team. Technical & Technology Training is focused on increasing work effectiveness through in-depth understanding of technology-based procedures and work. tekateki Solving Training is directed at developing decision-making, coordination and strategy skills

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so that employees can face complex challenges with confidence. Meanwhile, Interpersonal Skills Training is an important aspect to improve interaction and communication skills, as well as forming positive character in employees. Apart from that, this training also plays a role in strengthening solidarity in work relations and work processes throughout the company.

By combining these three types of training, PT. PLN UP3 Tanjung Karang aims to create a team that is not only skilled in technical tasks, but also has the ability to work together effectively. More than that, the company tries to create a positive work environment, where each istimewa can optimize his or her potential to the maximum. Through this holistic approach, it is hoped that employees can become highly competitive resources, ready to face change, and contribute positively to the company's success.

"The employee performance evaluation process in the field of commerce and marketing at PT. PLN UP3 Tanjung Karang is designed to cover various periods, starting from semester evaluations to weekly performance monitoring. Semester evaluations aim to provide a comprehensive picture of employee achievements during the half year period, involving resmi performance assessments and evaluation of predetermined Key Performance Indicators (KPI). Meanwhile, monthly KPI evaluation is focused on monitoring monthly sasaran achievement, with analysis of performance data and discussions between employees and superiors Support employees in achieving targets Their weekly meetings involve brief discussions regarding work progress, obstacles faced, and strategy changes that may be needed. With a combination of these three evaluation stages, PT PLN UP3 Tanjung Karang seeks to create a holistic and adaptive evaluation system and marketing remain focused, responsive to change, and continuously improve their performance in line with organizational goals." (Interview with Assistant Manager of PT. PLN UP3 Tanjung Karang).

The process of evaluating employee performance in the field of commerce and marketing at PT. PLN UP3 Tanjung Karang utilizes a holistic approach that covers various periods. Semesterly evaluations provide a comprehensive overview of employee achievements during the half year, involving resmi performance assessments and KPI evaluations. Monthly KPI evaluation is focused on monitoring monthly targets with performance data analysis and discussions between employees and superiors. Weekly evaluations are carried out for regular monitoring and to support employees in achieving targets. Weekly meetings involve brief discussions about progress, obstacles, and change strategies. With a combination of these three stages, PT. PLN UP3 Tanjung Karang creates an adaptive evaluation system, ensuring employees remain focused, responsive, and continue to improve performance in accordance with organizational goals.

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CONCLUSION AND RECOMMENDATIONS

Customer service at PT. PLN UP3 Tanjung Karang has reached an adequate lapisan, even exceeding expectations in several aspects. Excellence in technology availability (PLN Mobile), reliability, responsiveness, confidence and empathy contribute to the overall positive customer experience.

1. The Tangibles aspect, which includes the physical and material quality of the service, is assessed positively. Physical office facilities and computerized administration are considered adequate and complete. A comfortable office environment and good facilities support team productivity. PLN UP3 Tanjung Karang shows a fast response to customer needs through the PLN Mobile application. The implementation of a competency-based human resource management system also reflects the company's efforts to maintain service reliability through employee placement in accordance with the organization's expertise and development.
2. Responsiveness or speed of response to customer needs or requests at PLN UP3 Tanjung Karang is recognized as one of the advantages. The PLN Mobile application provides fast and effective solutions, while in administration, employees are considered responsive in handling various customer matters. This speed supports efficiency in carrying out daily administrative tasks. Employees at PT. PLN UP3 Tanjung Karang consistently shows high lapisans of ability, friendliness and courtesy in providing information and solutions to customers. This creates customer trust in the services provided by the company. PT. PLN UP3 Tanjung Karang shows a good level of empathy towards customer needs and obstacles. A firm but attentive attitude in handling administrative needs gives the impression that the company is trying to understand the customer's situation and provide solutions in an appropriate and mengingkari manner.

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