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Analysis of Promotion Effectiveness at PLN Traveling Booth for Optimizing Electricity Sales in Yogyakarta Region

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Abstract

This study aims to analyze the effectiveness of promotional strategies implemented through the Mobile Booth (SARLING) by PT PLN (Persero) UP3 Yogyakarta. SARLING serves as a traveling promotional booth that facilitates direct interaction with customers to enhance awareness and interest in PLN's electricity services. Despite its innovative approach, the effectiveness of this strategy remains questionable, particularly in terms of its impact on customer purchasing decisions and the rate of promotion cancellations. Addressing this gap, the research adopts a quantitative approach, utilizing electricity sales transaction data alongside surveys involving both customers and SARLING officers. The findings reveal that SARLING promotions significantly influence customer engagement and contribute to the increase in electricity sales transactions. However, several challenges persist, such as unclear promotional information and inadequate training for SARLING personnel. This study contributes to the body of knowledge on field-based promotional strategies in public utility services. Recommendations include improving the clarity of promotional materials, enhancing communication skills of SARLING officers, and optimizing the scheduling and location selection of the mobile booths to maximize outreach and impact.

Keywords: Promotion Effectiveness, Electricity Sales, Customer Engagement, Marketing Strategy

INTRODUCTION

In the era of globalization and rapid technological development, the need for electrical energy continues to increase. PT PLN (Persero) as the only electricity provider

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in Indonesia has the responsibility to meet the electricity needs of the community, both for household, industrial and commercial purposes. With the development of infrastructure development and increased economic activity, electricity needs become one of the basic needs that are very important for the community.

PT PLN (Persero) UP3 Yogyakarta faces the challenge of continuing to optimize electricity sales through various effective marketing strategies. One of the strategies implemented is through the Stan Keliling (SARLING) program, which is a means of promotion and direct sales to customers in various regions in Yogyakarta. Through SARLING, PLN can reach customers more widely and provide a deeper understanding of the products and services offered.

However, the effectiveness of promotions carried out through SARLING needs to be analyzed comprehensively in order to know the extent to which this program is able to achieve the objectives that have been set, namely the optimization of electricity sales. The effectiveness of promotions can be measured by looking at the extent to which this program is able to attract customers to take the promotions offered and identify the reasons for the cancellation of promotions that occur. Therefore, this study aims to analyze the effectiveness of SARLING promotions with a focus on taking and canceling promotions by customers at PT PLN (Persero) UP3 Yogyakarta.

THEORETICAL BASIS

Marketing Theory

Marketing is often understood as a series of processes that include the creation, offering, and exchange of valuable products that aim to meet consumer needs and desires (Ariyanto 2023). Marketing activities also play an important role in maintaining business continuity, expanding market share, and making profits (Manullang & Hutabarat, 2016). In addition, marketing involves implementing effective sales strategies to attract consumers, increase sales figures, and build long-term relationships with customers (Hariyanti & Wirapraja, 2018).

Marketing Mix

Marketing mix consists of four main elements, namely, Product, Price, Place, and Promotion, which are applied to achieve effective marketing objectives (Dayat, 2019). Products refer to everything that is offered to meet consumer needs by considering its quality and benefits (Saputra & Roswaty, 2020). Price involves setting an exchange rate that considers profitability and purchasing power (Mohamad & Rahim, 2021).

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Place includes distribution strategies to ensure product accessibility for consumers (Wibowo, 2019). Promotion is a communication effort to attract interest and encourage purchases through various media (Risal & Salju, 2017). Effective management of these elements plays a role in increasing sales, expanding market share, and building consumer loyalty.

Promotion Theory

Promotion is a marketing communication activity that aims to convey information, attract interest, influence purchasing decisions, and build relationships with consumers. According to Kotler & Armstrong (2018), promotional elements include Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct and Digital Marketing. Each of these elements has an important role in increasing consumer awareness, expanding market share, and maintaining customer loyalty. An effective promotional strategy can help companies achieve optimal marketing.

Promotion Effectiveness Theory

Promotion effectiveness is a measure of the success of marketing strategies in achieving goals such as increasing awareness, changing attitudes, and increasing sales. According to Ramadhan & Anna (2021) the effectiveness of promotion is assessed by the extent to which the strategy is successful in introducing products and achieving marketing targets. Firdaus & Hadiyanto (2022) added that effectiveness can also be measured by the effect of promotions on consumer behavior after receiving the message conveyed. The success of promotion is not only measured by the increase in sales, but also by its impact in building positive relationships with consumers.

AIDA Model

The AIDA model is a marketing strategy that leads consumers through four main stages, attention, interest, and action. According to Manurung et al. (2022) this process starts from attracting consumer attention through an attractive message, building interest to find out more, arousing interest or desire for the product, to encouraging real actions such as purchase or registration. The application of the AIDA model is considered effective in systematically managing the marketing process to achieve marketing goals and increase company revenue.

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Consumer Behavior Theory

Consumer behavior is the action of individuals or groups in buying and using products or services that involve the decision-making process to meet their needs and wants (Nugraha et al., 2021). Kotler and Armstrong (2018) state that consumer behavior is influenced by four main factors, namely psychological, social, personal, and cultural. Psychological factors include motivation and perception, social factors include the influence of family and social groups, personal factors related to age and lifestyle, and cultural factors reflect the values and norms adopted by society. Understanding consumer behavior is important for companies in designing effective marketing strategies to meet consumer needs and preferences.

Relationship Marketing Theory (Relational Marketing)

Building long-term relationships with customers is not just a matter of transactions, but creating mutually beneficial bonds. According to Setiawan et al. (2020), relational marketing includes efforts to maintain consumer preference and loyalty through effective communication and consistent satisfaction. This approach is also emphasized by Listyawati (2013) who states that relationship marketing aims to get to know customers more deeply and manage positive reciprocal relationships.

Customer Loyalty Theory

Maintaining customer loyalty is one of the keys to achieving long-term success. Srisusilawati (2023) defines it as repeated satisfaction that encourages consistent product use. Alfin and Nurdin (2017) measure loyalty through repeat purchases, while Saputro et al. (2017) emphasize customer recommendations. Basith (2014) calls loyalty a determinant of company retention and competitiveness.

Marketing Communication Theory

Communication plays an important role in conveying product information to consumers. Firmansyah (2020) calls it a method of informing, persuading, and reminding consumers directly or indirectly. Rayhaniah (2020) emphasizes delivering messages to target consumers, while Jannah and Moefad (2019) link it to market expansion and customer loyalty. Chrismardani (2014) asserts that the effectiveness of marketing communications depends on the selection of appropriate techniques and media.

Consumer Decision Theory

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Consumer decisions are a complex process involving the stages of need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior (Pratiwi, 2020). Nurliyanti et al. (2022) states that this process includes product identification, option evaluation, and determining the best choice. Sutarni et al. (2018) added that the post-purchase experience also affects consumer loyalty and the tendency to recommend products.

RESEARCH METHOD

This research method uses a quantitative approach that aims to analyze the effectiveness of promotion through the Mobile Stan (SARLING) of PT PLN (Persero) UP3 Yogyakarta objectively based on numerical data. Primary data was obtained directly from respondents, namely customers who participated in the promotional program and SARLING officers involved in its implementation, with a purposive sampling technique that considered direct involvement in the program. The research instrument used was a closed questionnaire with a Likert scale to measure the level of satisfaction, loyalty, and customer perceptions of promotions, while promotional transaction data was used to assess the real impact on increasing sales. Data analysis was conducted using Microsoft Excel software, through descriptive analysis techniques to describe the characteristics and responses of respondents, as well as simple regression analysis to test the relationship between the number of transactions, promo cancellation, and promotion acceptance. To ensure data credibility, this study applied source triangulation, instrument content validity, and systematic and structured data processing.

RESULT

Transaction Data of SARLING Program

The data used in this study were obtained from the results of the implementation of the SARLING (Mobile Stan) promotion program by PT PLN (Persero) UP3 Yogyakarta during the period January to April 2024. Every month, PT PLN organizes one promotional program with a different theme, namely:

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Table 1: Recapitulation of PLN SARLING Promotion Program January - May 2024

Bulan	Jenis Promo	Total Semua transaksi	Total pembatalan Promo	Total Penerimaan Promo	Rp BP	Rp UJL	Token
Januari	Semarak Awal Tahun 2024	2.884	74	2.770	575.625.600	91.987.449	53.959.528
Febaruari	Power Up Event	486	27	459	73.883.664	11.846.250	4.897.966
Maret	Promo Sambung Maksimal	265	18	247	186.036.360	11.762.100	6.197.850
April	Listrik di Bulan Berkah	3.138	114	3.024	635.140.614	138.046.244	63.999.109
Mei	Smash PLN Mobile Proliga	303	14	289	128.703.497	4.977.015	2.069.716

Based on the data, it is known that out of a total of 7,076 transactions during the five months of implementation, 6,789 customers (95.9%) accepted the promotional program, while 287 customers (4.1%) canceled the transaction. The highest transaction value was recorded in April, with the components of the Connection Fee (BP) amounting to Rp635,140,614, the Subscription Deposit (UJL) amounting to Rp138,046,244, and the purchase of electricity tokens amounting to Rp63,999,109, which was the highest value for all three components during the observation period. In contrast, the lowest transaction value occurred in May, with a total BP of Rp128,703,497, UJL of Rp4,977,015, and tokens of Rp2,069,716. This shows that the promotion with the theme Electricity in the Month of Blessing implemented in April has a higher appeal than other programs.

Respondent Questionnaire Data

Questionnaire data was collected from 50 respondents consisting of 41 customers and 9 SARLING officers. The questionnaire was distributed directly during the implementation of SARLING as well as through online links. The purpose of this data collection is to obtain an overview of the perceptions, experiences, and satisfaction levels of users and program implementers. The following is a breakdown of customer characteristics in one table,

Table 2: Characteristics of SARLING Officers

Kategori	Keterangan	Jumlah (orang)	Persentase (%)
Jenis Kelamin	Laki-laki	17	34%
	Perempuan	33	66%

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	Total	**50**	**100%**
Usia	< 20 Tahun	5	10%
	20-29 Tahun	34	68%
	30-39 Tahun	10	20%
	40-49 Tahun	1	2%
	50-59 Tahun	0	0%
	> 50 Tahun	0	0%
	Total	**50**	**100%**
Pekerjaan	Pelajar/Mahasiswa	29	58%
	PNS	0	0%
	Pegawai BUMN	11	22%
	Pegawai Swasta	6	12%
	Wiraswasta	2	4%
	Ibu Rumah Tangga	0	0%
	Lainnya	2	4%
	Total	**50**	**100%**

From Table 2, it can be seen that the majority of SARLING customers are female with a percentage of 66%. In terms of age, the 20-29 years group dominates with 68%, which shows that SARLING's customers mostly come from productive age. In terms of occupation, the majority of customers are students (585), followed by BUMN employees (22%) and private employees (12%). In addition to customers, this study also involved SARLING officers as respondents. The following are their characteristics based on length of service and frequency of duty in one table,

Table 3: Characteristics of SARLING Officers

Kategori	Keterangan	Jumlah (orang)	Persentase (%)
Lama Bertugas	< 1 Tahun	7	77,8%
	1-3 Tahun	0	0%
	> 3 Tahun	2	22,2%
	Total	**9**	**100%**
Frekuensi Bertugas	1-2 Kali	7	77,8%
	3-4 Kali	1	11,1%
	> 4 Kali	1	11,1%
	Total	**9**	**100%**

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Based on table 3, the majority of SARLING officers have less than 1 year of work experience (77.8%), while only (22.2%) have worked for more than 3 years. In terms of frequency of duty, most officers served 1-2 times a month (77.8%), while only (11.1%) served more than 4 times a month.

DISCUSSION

The Effect of Promotion on the Effectiveness of Electricity Sales

Based on the results of quantitative analysis, the promotional strategy implemented in the SARLING program is proven to have a significant influence on increasing the effectiveness of electricity sales. This is indicated by the coefficient of determination (R^2) of 0.9999 on the variable number of transactions, which reflects that almost all changes in transactions can be explained by the promotional strategies carried out. This promotional approach is designed by considering the concept of marketing mix, especially in the aspects of promotion and location, and refers to the AIDA Model which includes the stages of attracting attention (attention), building interest (interest), creating desire (desire), and encouraging action (action).

The selection of strategic locations such as squares and crowded centers supports efforts to attract public attention, while direct communication from field officers strengthens customer interest and understanding of service benefits. The emphasis on incentives such as discounts on new installations and token purchase promotions succeeded in creating a desire for customers to immediately utilize the service. On-site registration and transaction facilities also encouraged direct action from customers, thus accelerating the conversion process from interest to purchase.

However, the high cancellation rate (R^2 = 0.9251) indicates challenges in the effectiveness of promotional communications. Some customers had difficulty understanding the terms and conditions, indicating a need for improvement in the information delivery strategy. This is in line with marketing communication theory which emphasizes the importance of delivering messages that are clear, consistent and easily understood by the target audience.

Customer Perceptions and Experiences of SARLING Officers

The descriptive quantitative findings also show that the majority of customers gave positive responses to SARLING services, with around 70% of respondents expressing satisfaction with the ease of access and information services. However, there were still around 12% who expressed dissatisfaction, especially regarding the clarity of promo

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requirements. This shows that although the promotion strategy has been effective, improving communication remains a priority to increase customer understanding.

In terms of SARLING officers, most stated that direct interaction with customers was helpful in building trust and explaining services in a more personalized manner. However, lack of training is a major challenge in delivering information consistently. Periodic training and strengthening communication capacity are crucial so that officers can carry out their role optimally in a personal selling-based promotional strategy.

The level of customer trust in SARLING is also influenced by officer friendliness and clarity of information. As many as 66% of customers stated that professional interactions built their confidence in PLN's services, although there were around 14% who still felt hesitant due to a lack of transparency in promo information. This emphasizes the importance of a relational marketing approach that places long-term relationships and customer satisfaction as a top priority.

The effectiveness of SARLING promotions is considered quite good, with 62% of customers rating promotions as attractive and 68% stating that promotions influenced their decision to use the service. However, to be more optimal, the method of delivering information needs to be improved with a more attractive and relevant approach, such as the utilization of visual, digital, and interactive simulation media. Strengthening the AIDA model can also continue to be used as a framework for promotional development in order to reach various customer segments more broadly and effectively.

Finally, aspects of waiting time and service quality are also important indicators in assessing the success of SARLING. Around 56% of customers rated the waiting time as efficient, and 66% rated the service as satisfactory. Therefore, the integration of service speed, clarity of information, and warmth of interaction is key to the overall success of the SARLING program.

CONCLUSION

The findings of this study indicate that the SARLING (Mobile Booth) promotion strategy implemented by PT PLN (Persero) UP3 Yogyakarta has proven effective in increasing electricity sales. The program relies on new installation discounts, electricity token purchases, and strategic location selection as its main customer attractions. Simple regression analysis shows that the total number of transactions (X1) significantly influences promo uptake (Y), with a coefficient of determination (R^2) of 0.9999. This means that nearly all variation in promo uptake can be explained by the number of transactions during the SARLING program.

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However, the promotion still faces challenges, particularly in information delivery. Unclear promo details and misalignment with customer needs contribute to a relatively high cancellation rate, with an R^2 of 0.9251. While the promotion successfully attracts customers, its communication and relevance require improvement.

Descriptive analysis reveals that 70% of customers are satisfied with SARLING services, and 62% are willing to reuse and recommend the service. Additionally, 64% believe that strategic location choices influence their decision to engage with SARLING. Nonetheless, there remain concerns regarding supporting facilities, interactive activities, and the clarity of information provided. From the officers' perspective, 88.89% stated that direct interaction with customers was effective for explaining the promotion. However, 77.78% cited a lack of training as a key barrier to delivering accurate and consistent information.

In conclusion, the SARLING promotion strategy has a significant positive impact on electricity sales and customer satisfaction. Nevertheless, improvements are needed in information dissemination, officer training, and operational management to further enhance promotional effectiveness. This study also has several limitations. The restricted geographical coverage may affect the generalizability of the results to other areas. Moreover, the quantitative approach used in this study does not explore psychological factors behind customer decision-making. Future research is encouraged to adopt qualitative or mixed methods and expand to broader regions and customer segments to gain a more comprehensive understanding of SARLING's promotional effectiveness.

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