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Analysis of the Use of PLN Mobile Application in Increasing Customer Satisfaction at PT PLN Persero ULP Teluk Betung

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Abstract

This study aims to determine how customer satisfaction with the PLN Mobil application is affected by perceived usefulness and ease of use. The clients of PT PLN PERSERO ULP Teluk Betung make up the study's target audience. In this quantitative study, the non-probability sampling methodology used is purposeful sampling in conjunction with multiple linear regression analysis techniques using the SPSS version 29 program. The data was collected through the completion of questionnaires by 100 clients of PT PLN PERSERO ULP Teluk Betung. The study's conclusions show that perceived usefulness and ease of use have a major influence on users' happiness with the PLN Mobile application at PT PLN PERSERO ULP TelukBetung.

Keywords: Perceived ease of use*, *Perceived usefulness*, *Customer Satisfaction

INTRODUCTION

Technological developments have changed the paradigm in business processes, including for the State Electricity Company (PLN). In the current digital era, PLN strives to be efficient by changing the direct customer service system to a digital system. One of the innovations introduced is the PLN Mobile Application, which makes it easier for customers to access their accounts (Adina & Nasution, 2021). As a state-owned company, PT PLN (Persero) sees the importance of improving service quality and customer satisfaction. The PLN Mobile App is a strategic step in maintaining customer satisfaction in this digital era, in line with PLN's Transformation vision of implementing Customer

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Focus. Customer satisfaction is considered the key to the company's success, which affects the image and sustainability of the business in the eyes of consumers (Mboeik et al., 2020; Kurniawan, 2015; Nuraeni, 2016).



Figure 1. Number of PT PLN Persero *Customer*s using the PLN *Mobile* App.

Customers are considered the most important asset for a company, because the success of the company depends heavily on customer satisfaction and loyalty. Therefore, the company's focus is not only on increasing the number of customers, but rather on creating customer satisfaction and building strong loyalty. Companies and customers need each other and have a close relationship. For example, PT PLN Persero ULP Teluk Betung has recorded the number of customers who have used the PLN Mobile Application as one of the steps to improve service quality and strengthen relationships with customers.

PT PLN ULP Teluk Betung customers who have used the PLN Mobile Application are 32,632 customers. PT PLN Persero ULP Teluk Betung has a fairly wide area coverage of 3 districts and 14 sub-districts, which are listed in the following table.

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Table 1 Areas covered by PT PLN Persero ULP Teluk Betung

No	Kota/Kabupaten	Kecamatan
1	Tanggamus	Cukuh Balak, Klumbayan Barat, Klumbayan
2	Pesawaran	Padang Cermin, Punduh Pidada, Marga Punduh, Teluk Pandan, Way Ratai
3	Kota Bandar Lampung	Panjang, Teluk Betung Selatan, Teluk Betung Barat, Teluk Betung Utara, Teluk Betung Timur, Sukabumi

Customer satisfaction is a subjective evaluation of the extent to which a company's products or services meet their expectations and needs. Although the PLN Mobile application is available, analysis of its use is still needed to ensure increased customer satisfaction. PT PLN Persero must ensure the quality of service of this application is in accordance with customer expectations, and be responsive to problems or complaints that arise. Customer satisfaction is key for companies, because dissatisfied customers can potentially pose a threat to the company's reputation and business continuity. Therefore, companies must continue to increase customer satisfaction and minimize dissatisfaction in an effective way.

Consumer complaints are a sign of problems with customer satisfaction at PT PLN ULP Teluk Betung, especially related to the substandard services provided by PLN Mobile. Several previous studies have been conducted to analyze the use of the PLN Mobile application. One of them is research conducted in 2023 by Amir Hamzah and Dedi Irawan, who analyzed user satisfaction at PT PLN (PERSERO) Palembang Rayon Sekayu Branch using the Technology Acceptance Model (TAM) technique. Customer satisfaction is positively influenced by the perceived usefulness of the application and simplicity of use, according to a different study conducted in 2023 by Salma Ayuni Hamid. Meanwhile, research conducted in 2021 by Muhammad Ilham and Zarnelly showed that usability and simplicity of use have an impact on user acceptance of the use of the PLN Mobile

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application. The author hopes to utilize this issue to obtain further information for his research, "Analysis of the Use of PLN Mobile Application in Improving Customer Satisfaction at PT PLN PERSERO ULP Teluk Betung."

Research Gap and Problems

Customer satisfaction with the service has not yet reached its maximum level, thus posing a research challenge. There is still a gap in the literature on the need to understand the aspects that specifically affect customer satisfaction, although various previous studies have been conducted to examine the use of this application. In addition, it is still very important to look at differences in customer attitudes and anticipation regarding PLN Mobile's offerings and potential measures to improve customer satisfaction with this application. Future research is anticipated to offer deeper insights and more practical solutions to improve service quality and customer happiness. This will be achieved by explaining the difficulties and gaps of this research.

Research Questions

The issues of concern in this study are.

a. Does perceived ease of use have an effect in increasing customer satisfaction of PT PLN Persero ULP Teluk Betung?
b. Does perceived us
c. efulness affect in increasing customer satisfaction of PT PLN Persero ULP Teluk Betung?

Research Goals

The first objective is to understand the extent to which perceived ease of use affects customer satisfaction, while the second objective is to evaluate the effect of perceived usefulness on customer satisfaction. The benefits of this research include contributions to companies in understanding the level of customer satisfaction with the PLN Mobile application, as well as providing additional information and input for future researchers interested in exploring similar topics.

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LITERATURE REVIEW

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a theory that has significantly influenced the understanding of information technology acceptance. It is used to predict the adoption of the use of new information technology with a focus on individual perceptions of the benefits and ease of use of technology (Davis, 1989; Syafrizal et al., 2017).

This model emphasizes that user behavior is determined by behavioral intentions, which are influenced by users' perceptions of the ease of use and benefits of the technology (Cheong & Park, 2005). One of the benefits of TAM is its simplicity, data-driven assistance, and its ability to forecast adoption (Rauniar et al., 2014). TAM, which is based on behavioral theory, offers a framework for understanding how outside variables influence users' attitudes, beliefs, and aspirations around technology (Mustika & Saifudin, 2020).

In developing the TAM concept, Davis (1989) emphasized the importance of ease of use and benefits in influencing the acceptance and use of information systems. TAM provides insight into the factors that influence individual attitudes and acceptance of information technology (Davis, 1986).

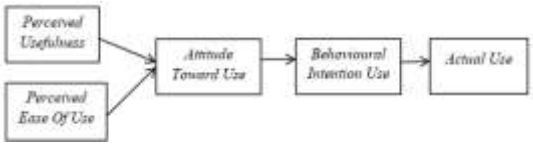


Figure 2. TAM Model

There have been several revisions to the proposed model. Here is the final version developed.

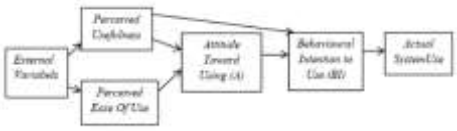


Figure 3. Used TAM Model

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Five main components of the Technology Acceptance Model (TAM) are listed by Andika Pratama et al. (2022). The first is perceived usefulness, which is an indicator of how consumers cognitively assess the value of mobile payment services. The second concept is perceived ease of use, which explains personal opinion on how easy a system is to use. The third factor is Attitude Toward utilizing, which expresses how a person feels about using technology - either positively or negatively. The fourth metric, Behavioral Intention to Use, measures each person's level of intention to utilize the technology. Finally, Actual System Usage, which includes the actual use of technology that is influenced by usability and user intentions. These variables contribute to understanding user behavior towards information technology.

PLN Mobile Application

According to Buyens in Gunawan (2015), a mobile application is a program created to carry out tasks specified for the application user, which can be utilized by the intended user. The word "mobile" refers to the mobility of the application in terms of use from one location to another. The application has a unique user interface and interaction mechanism according to the mobile platform, and is capable of interacting with web resources and performing local processing. Mobile applications allow users to connect to internet services easily through their mobile devices. For example, PLN Mobile is a customer self-service application that allows easy access to electricity billing information, electricity supplements, community complaint forums, and other electricity-related services.

Customer Satisfaction

Customer satisfaction is an emotional evaluation of a product or service by an individual and is based on a comparison of performance with customer expectations. Customers are defined by Supranto and Lupiyoadi in Tsauri (2013) as people who often get goods or services from other individuals.

Customer satisfaction, according to Philip Kotler in Tsauri (2013), is the sentiment a person has after evaluating the performance of a product against his expectations. Customer happiness is mainly determined by five factors: price, cost, service quality, emotional elements, and product quality. Meeting expectations, the desire to use the product again, and the desire to suggest the product to others are some of the indications that are part of the customer satisfaction program (Tjiptono, 2009).

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Previous Studies

Amir Hamzah and Dedi Irawan (2023) first used the Technology Acceptance Model (TAM) to analyze user satisfaction with the PLN Mobile application. They found that desire-to-use behavior, perceived usefulness, and perceived ease of use all have an impact on actual use. According to research by Salma Ayuni Hamida (2023), consumer satisfaction with the Pegadaian Syariah Digital Service (PSDS) application is positively influenced by perceived utility and ease of use. Rezki Dwy Putra and Dedy Rahman (2021) found that perceived utility and simplicity of use both have a positive effect on user happiness.

Izza Ashsifa (2020) found that perceived utility and perceived simplicity of use have a good effect on customer happiness. She also examined how TAM affects customer satisfaction and the likelihood that users will continue to use mobile banking. User satisfaction with Zoom Cloud Meeting is significantly affected by the following variables: behavioral intention to use, attitude toward use, perceived efficacy, and perceived convenience, according to Vera Cindi Monarike and Dwi Krisbiantoro's (2022) analysis of student satisfaction with the application using TAM.

Research Model

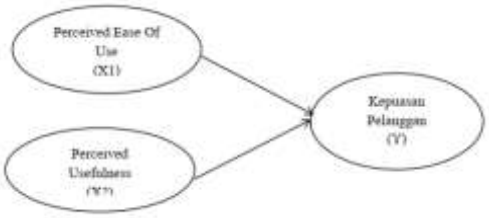


Figure 4. Research Model

Research Hypothesis

A hypothesis is a short-term decision or conjecture about a problem that must be investigated and tested. Temporary responses are based on related information collected as data collection from previous research (Wicaksono et al., 2021).

a. H1 = Perceived ease of use has a significant positive effect on customer satisfaction.
b. H2 = Perceived usefulness has a significant positive effect on customer satisfaction

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RESEARCH METHOD

Research Approach

A quantitative research approach was used in this study. To evaluate applicable hypotheses, quantitative research, according to Sugiyono (2017), is based on a positive philosophy and requires analysis of populations or samples. Validity, reliability, and objectivity are the main criteria for research data in quantitative field research, such as this study, according to Sugiyono (2017). Using a case study methodology, this research examines how perceived utility and ease of use impact consumer happiness.

Research Data, Sample, and Population

Secondary data was collected from unofficial sources such as books and related publications, primary data was collected from respondents by asking them to fill out questionnaires. Customers of PT PLN Persero ULP Teluk Betung, which covers 3 sub-districts and 14 villages and has 32,632 users in total who have used the PLN Mobile application, became the population of this study.

The appropriate sample size for research samples is determined by researchers using the Slovin Formula approach. Using this formula and a margin of error of 10%, a sample of 100 users who have used the PLN Mobile Application during the last six months was selected. The technique used is non-probability sampling. Samples are selected according to predetermined standards that are anticipated to show a high degree of correspondence with the predetermined features of the population.

Data Gathering Technique

a. Interviews: To better understand respondents' opinions and experiences regarding the use of PLN applications, researchers conducted interviews with respondents to collect data.
b. Questionnaire: Respondents were given a set of written questions by the researcher to complete. Responses to this questionnaire on the characteristics under study - such as perceived usefulness, ease of use, and customer satisfaction - are collected.
c. Documentation: The documentation approach was used to collect information regarding the history of the company as well as other details related to the research. The business location, establishment history, management structure, and other documentation that supported the research findings were documented.

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Analysis and description of data derived from questionnaire answers were carried out using descriptive analysis. Using this approach, data regarding respondents' responses to the factors studied-such as perceived usefulness, ease of use, and customer satisfaction-will be analyzed to determine trends and descriptions.

Data Analysis Technique

Multiple regression analysis, classical assumption testing, validity and reliability testing, and instruments for hypothesis testing were used. A synopsis of the data analysis methods used is presented below.

a. Validity Test: Conducted to assess the validity of the research tool. Pearson's Bivariate Correlation or Pearson's Product Moment was used to conduct the validity test. If the validity value is below 0.05, then the study is considered valid.
b. Reliability Test: Assesses the capacity of a questionnaire to measure the same phenomenon consistently. The Cronbach Alpha formula is used in the reliability test, and results > 0.70 indicate reliability.

Uji Asumsi Klasik:

1. **Normality test**, Normality test to ensure variables have a normal distribution. The Kolmogorov-Smirnov test identifies a normal distribution with a significance level ≥0.05.
2. **Multicollinearity test**, to check for high correlation between independent variables in the regression model. It is considered that there is no multicollinearity if the tolerance value> 0.10 and VIF < 10.
3. **Heteroscedasticity test**, which is used to determine whether there is an inequality of variance of residuals between observations. Testing is done with the Glejser test.

c. Multiple Regression Analysis: determines how much the independent variable affects the dependent variable. The extent to which the independent variables can explain variations in the dependent variable is determined using the coefficient of determination (R^2). The analysis was conducted using a multiple regression equation model.Alat Uji Hipotesis: Meliputi uji t, uji F, dan uji koefisien determinasi (R^2).

1. **The t test**, which is used to test the partial effect of the independent variable on the dependent variable.

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2. **F test**, to determine whether simultaneously the independent variable affects the dependent variable.
3. **Determination Coefficient Test (R2),** which is used to determine how much variability in the dependent variable can be explained by the independent variable.

Research Variables

Sugiyono (2019) defines these research variables as independent variables (X) and dependent variables (Y). User perceptions of the usefulness and simplicity of the application are represented in independent variables such as perceived usefulness (X2) and perceived ease of use (X1). The dependent variable, Customer Satisfaction (Y), assesses user satisfaction with the existing program. A study of application usage will be conducted to assess the influence of the independent factors on the dependent variable.

RESULT

The results of this research are described in the following discussion.

Company General Descriptions

Figure 5. PLN's Logo

The company logo illustrates that PT PLN (Persero) is an organized and perfect organization, with the yellow color symbolizing enlightenment and enthusiasm, and lightning symbolizing the company's electric power, maturity and courage in facing challenges. The three blue waves symbolize the impression of constant and reliability in providing the best service.

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PT PLN (Persero) was established in 1945. Since then, the company has grown into a leading provider of electric power services in Indonesia. Subsidiary PT Haleyora Powerindo (HPI) was established in 2011, focusing on the operation and maintenance of electricity networks in the Sumatra, Java and Bali regions.

PT PLN (Persero) has a vision to become the leading electricity company in Southeast Asia and the customer's first choice for energy solutions, which is supported by a mission to provide services that satisfy customers, improve people's quality of life through electricity, encourage economic growth, and carry out environmentally sound business activities. The business address is 35211, Bandar Lampung City, Jalan Basuki Rahmat No.02, Gedong Pakuon, Kec. Teluk betung Selatan.

The picture below shows the organizational structure. At PT PLN (Persero), each functional position has different duties and obligations. The Customer Service Division (PP) is in charge of monitoring electricity bills, providing services related to new installations and power changes, as well as handling customer complaints and grievances.

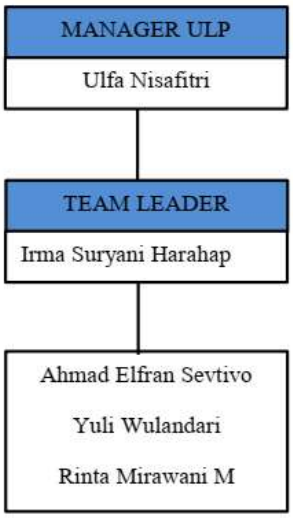


Figure 6. PLN Organizational Structure

Instrument Testing

The validity and reliability test results show that all statement items in the Perceived ease of use (X1), Perceived usefulness (X2), and Customer Satisfaction (Y) variables have proven to be valid and reliable. The validity test shows that the calculated

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r value for all variables is greater than the r table value, with very low significance (0.001), confirming the validity of all statement items.

In addition, the reliability test using the Cronbach Alpha method produced consistent values, with each variable having a Cronbach Alpha value above 0.70, meeting the reliability criteria. Thus, it can be concluded that the questionnaire used in this study is reliable to continue further analysis.

Respondent Profile

This study involved 100 respondents who were customers of PT PLN PERSERO ULP Teluk Betung who used the PLN Mobile application. Based on the characteristics of the respondents, the majority are male (63%) and aged between 17-35 years (76%), indicating the dominance of application users in the productive age range. By occupation, most respondents are self-employed (30%). In terms of domicile, the majority of respondents came from Teluk Betung (71%).

Meanwhile, in terms of using the PLN Mobile application, most respondents have used the application for 1-2 years (45%). This data provides an overview of the profile of respondents who participated in the study, which has a fairly representative coverage of various groups within the PLN customer population in the region.

Descriptive Analysis

This study uses descriptive analysis to determine respondents' perceptions of three variables: perceived ease of use (X1), perceived benefits (X2), and customer satisfaction (Y). Based on the results of the analysis for the Perceived Ease of Use variable (X1), the majority of respondents (83%) agreed that using the PLN Mobile application makes transactions easier, more useful and efficient. Meanwhile, the Perceived Utility variable (X2), most respondents (76%) agreed that PLN Mobile is very effective in its use, with perceived benefits related to easy access and management of PLN services.

When considering the Customer Satisfaction variable (Y), the majority of respondents (56%) expressed the intention to use the PLN Mobile Application in the long term, while some respondents (36%) still felt hesitant about this. This analysis provides an in-depth understanding of the perception and level of customer satisfaction with the use of the PLN Mobile application, which forms the basis for recommendations and

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improvements that can be made by PT PLN PERSERO ULP Teluk Betung to improve service quality and customer satisfaction.

Classic Assumption Test

This study presents the results of standard assumption tests, including multicollinearity, heteroscedasticity, and normality tests. The normality test was initially conducted using the Kolmogorov-Smirnov Z test, and the findings show that the significance value is 0.200, which is higher than 0.05. Therefore, it can be said that the assumption of normality is met by the data in this regression model.

Second, when both variables-perceived usefulness (X2) and ease of use (X1)-have a significance value higher than 0.05, heteroscedasticity is tested using the Glejser test. As a result, heteroscedasticity is not indicated by the regression model used.

Third, the multicollinearity test is carried out by looking at the Variance Inflation Factor (VIF) and tolerance values. The test findings show that perceived usefulness (X2) and simplicity of use (X1) meet the tolerance and VIF values for both independent variables, namely perceived ease of use (X1), and the criteria set, namely tolerance value> 0.10 and VIF value < 10. Thus, the regression model used is free from multicollinearity problems. Regression analysis can be carried out on the research variables because it is certain that there are no signs of multicollinearity in them.

Multiple Regression Analysis

The following multiple regression equation is the result of the analysis.

$$Y = 7{,}464 + 0{,}110X_1 + 0{,}307X_2 + \varepsilon$$

a. The constant value (7.464) shows the value of customer satisfaction when both independent variables, perceived ease of use and perceived usefulness, have a coefficient value of 0. In this context, customer satisfaction has a value of 746.4%.
b. The regression coefficient (0.110) of perceived ease of use (X1) indicates that each one-point increase in perceived ease will increase customer satisfaction by 11%
c. The regression coefficient (0.307) of perceived usefulness (X2) indicates that every one point increase in perceived usefulness will increase customer satisfaction by 30.7%.

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Based on these findings, it can be said that, with an influence value of 30.7%, perceived usefulness (X2) has a higher impact on customer satisfaction (Y) than perceived ease of use (X1).

Hypothesis Testing

a. The t-test

1. The variable perceived ease of use (X1) affects customer satisfaction of PT PLN PERSERO ULP Teluk Betung. The t value is 4.248 with a significance value of 0.001 <0.05, so H1 is accepted.
2. The perceived usefulness variable (X2) also affects customer satisfaction of PT PLN PERSERO ULP Teluk Betung. The t value is 16.088 with a significance value of 0.001 <0.05, so H2 is accepted.

b. F test:

Customer satisfaction at PT PLN PERSERO ULP Teluk Betung is simultaneously influenced by factors of perceived usefulness (X2) and perceived ease of use (X1). Because the significance value is 0.001 <0.05 and the calculated F value is 143,840> 3.09, then H1 can be accepted.

c. Test the coefficient of determination (Adjusted R2)

Based on the Adjusted R2 result of 0.743, there is a simultaneous influence of 74.3% of the perceived usefulness, ease of use, and customer happiness variables. Other factors not included in this study have an impact on the remaining 25.7%.

DISCUSSION

The development of technology systems has had a significant impact on the company's business processes, including at PT PLN Persero. In the rapidly growing digital era, innovations such as the PLN Mobile Application are one of the steps to facilitate customer interaction with service providers.

This study aims to determine how perceived usefulness and ease of use affect customer satisfaction with the PLN Mobile Application. Purposive sampling, a type of non-probability sampling methodology, was used in the design of this antitative study. Data was collected by sending Google Form questionnaires to one hundred customers of PT PLN Persero ULP Teluk Betung. Respondents were selected based on the requirement that they have used the PLN Mobile application for at least six months.

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This study will investigate the relationship between perceived usefulness and ease of use with customer happiness. This approach is intended to improve understanding of the factors that influence user satisfaction with the PLN Mobile application.

Perceived ease of use Factors

Based on the findings of the hypothesis test, customer satisfaction at PT PLN Persero ULP Teluk Betung is positively and significantly influenced by perceived ease of use. The tcount which is higher than the ttable (4.248> 1.660) at a significance level of 0.001 <0.05 illustrates this.

The PLN Mobile application offers many conveniences in its use, such as innovative features that allow customers to conduct electricity service transactions with the same ease and convenience as when they come directly to the PT PLN Persero ULP Teluk Betung office. These conveniences make customers feel efficient in managing their electricity services..

Perceived ease of use reflects the level of ease of use of an information system. In the context of the PLN Mobile application, this ease of use increases customer satisfaction because it allows them to make transactions effectively and easily.

The findings of this study also support previous research which indicates that perceived ease of use positively affects consumer happiness. Thus, it can be concluded that customer satisfaction with the PLN Mobile application of PT PLN Persero ULP Teluk Betung is influenced by perceived ease of use (X1).

Perceived usefulness Factors

The findings of hypothesis testing show that customer satisfaction with the PLN Mobile application at PT PLN Persero ULP Tehık Betung is significantly influenced by perceived usefulness. At a significant threshold of 0.001 < 0.05, H2 is considered acceptable because the tcount (16,088 > 1,660) supports this and is higher than the table.

The PLN Mobile application provides significant benefits to its users, as seen from the innovative features provided and changes in the way customers interact with PLN services. Perceived usefulness in this application creates speed in the transaction process, efficiency because there is no need to come directly to the PLN office, and time savings. The level of customer satisfaction with the PLN Mobile application increases along with the perceived benefits.

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The Technology acceptability Model (TAM) theory, which states that user acceptance and satisfaction are influenced by the perceived utility of a system, is also supported by the findings of this study. Previous research shows that perceived usefulness has a positive and significant effect on user satisfaction, which is consistent with the findings of this study.

Therefore, it can be said that perceived usefulness (X2) has an impact on user satisfaction with the PLN Mobile application of PT PLN Persero ULP Teluk Betung.

CONCLUSION & RECOMMENDATION

Conclusions

Based on the study findings and subsequent discussion, it can be concluded that perceived usefulness (X2) and ease of use (X1) have a positive and substantial impact on customer satisfaction with the PLN Mobile application of PT PLN Persero ULP Teluk Betung Respondents rated their level of satisfaction with the application primarily based on perceived usefulness (X2) and perceived ease of use (X1). This shows that the ease and usefulness perceived by customers is very influential in influencing their level of satisfaction in using the PLN Mobile application service.

Recommendations

a. Writers should improve their insights and talents by conducting these studies and address the flaws in their writing.
b. Future researchers should develop this research by including more factors and a larger sample size.

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