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Analysis of Prepaid Electricity Service Marketing Strategy PT. PLN ULP kalasan

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Abstract

This research examines the marketing strategy for prepaid electricity service products implemented by PT. PLN ULP Kalasan, as well as evaluating its implementation and impact on energy use efficiency and customer satisfaction. The results of the analysis show that the implementation of the electrical energy saving program has succeeded in increasing the efficiency of energy use. However, there are still several supporting and inhibiting factors in the prepaid electricity program. Positive impacts on energy usage efficiency include better usage control, reduced energy waste, and awareness of electrical energy consumption. However, there are also negative impacts such as a potential decrease in revenue for the company. However, customer satisfaction analysis shows that prepaid electricity service products have succeeded in meeting customer expectations and needs. In conclusion, PT. PLN ULP Kalasan needs to continue to strengthen education and outreach efforts, innovate in offering attractive promotions and continue to monitor and evaluate the implementation of their marketing strategy regularly to increase effectiveness and efficiency in providing prepaid electricity services.

Keywords: Marketing Strategy, Prepaid Electricity, Program Implementation, Energy Efficiency, Customer Satisfaction

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INTRODUCTION.

Currently, the electricity demand for households and industries in general is primarily met by PT. PLN Persero. It is well-known that PT. PLN is a state-owned enterprise (BUMN) designated as the electricity service provider in Indonesia (Hapsari, 2017). Electricity is an essential necessity for society. Without electric lights, villages and towns would be plunged into darkness, akin to lifeless places. Beyond serving as an illumination source, electricity can also be harnessed as an energy resource, obtainable through PT. PLN's power supply.

Indonesian society now heavily relies on electricity service providers, notably PT. PLN, a state-owned enterprise entrusted with the responsibility of supplying electricity nationwide. Electricity serves as a cornerstone of daily life (Sukamta, 2013), functioning not only as an illuminating source but also as the driving force behind various household appliances, industrial operations, and economic activities. Its presence enhances the efficiency and productivity of daily tasks.

Therefore, PT. PLN as an electricity service provider holds immense urgency in supporting the daily lives of the community. As the backbone in providing electricity for households and industries, PLN becomes a key element in fulfilling the national energy needs. Society heavily relies on the continuity of electricity supply, and PLN's success in maintaining the reliability and availability of electricity is critical. Hence, public awareness of the urgency of PLN's role as an electricity service provider becomes the main foundation in supporting the sustainability of economic activities, industrial development, and daily life comfort.

PT. PLN recognizes the increasing dependence of society on electricity, and continuously conducts various studies to enhance service quality by offering diverse service programs. As time progresses and in order to advance the company's services, innovations are introduced to maintain existence and facilitate progress in providing services to the community. Consequently, PT. PLN is compelled to further ensure that the electricity needs of its customers are met, allowing prompt resolution of customer complaints during critical electricity situations

In response to technological advancements that facilitate the fulfillment of human needs, PT. PLN (Persero) has responded with the latest innovation through the implementation of the prepaid electricity program, which was introduced in 2008. Several considerations were behind the development of this program involving several factors, including inaccurate meter readings, uncertainty in billing determination, payment arrears,

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and errors in service disconnections. The impact of these conditions is not only felt by the people as consumers, but also has a financial loss impact on PT. PLN (Persero) as an electricity service provider.

PT. PLN (Persero) has faced several challenges in implementing its prepaid electricity program, such as inaccurate meter readings, unpredictable billing, and administrative issues. These problems have led to financial losses for the company (Budiningrum, 2010). In response, PT. PLN (Persero) launched the prepaid electricity program as a strategic initiative to address these challenges. The program aims to improve service quality, prevent administrative errors, and encourage active community participation in electricity usage. By implementing the prepaid electricity program, PT. PLN (Persero) hopes to raise public awareness of the importance and benefits of electricity. Additionally, the program serves as a preventive measure to avoid administrative and financial problems that could arise from the postpaid system. Furthermore, prepaid electricity acts as an educational tool to encourage more mindful electricity consumption habits among the public, as inefficient use can lead to significant costs for both households and businesses.

The challenges associated with prepaid electricity implementation can be effectively overcome through appropriate solutions. The prepaid electricity system offers a range of benefits, including improved service quality achieved by reducing administrative errors and inaccurate meter readings. It also helps prevent payment delays, ensuring a stable revenue stream for PT. PLN (Persero) and enhancing customer satisfaction. Moreover, prepaid electricity promotes consumer awareness of electricity usage by enabling them to directly manage their energy expenses. The program also serves as an educational tool, encouraging mindful electricity consumption and promoting energy efficiency (Irwanto, 2021).

Prepaid electricity empowers PT. PLN (Persero) to mitigate financial losses that could stem from the postpaid system. This program promotes active community involvement in electricity usage, as consumers take direct responsibility for managing their balance and replenishing it as required. Hence, the implementation of prepaid electricity serves as both a practical solution for energy management and a strategic initiative by PT. PLN (Persero) to enhance service reliability and foster positive community engagement.

PT. PLN ULP Kalasan is embarking on a transformative journey by transitioning from the postpaid electricity payment system to prepaid meters. This strategic move aligns with the company's commitment to embracing technological advancements and adapting to the dynamic needs of society. For decades, PT. PLN has stood as the cornerstone of Indonesia's electricity infrastructure, fulfilling the power requirements of households and industries.

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Electricity, as a fundamental necessity, underpins the very fabric of daily life. It extends beyond illumination, serving as the lifeblood of countless household appliances, industrial processes, and economic endeavors. Consequently, PLN's unwavering commitment to providing a reliable and sustainable electricity supply is paramount to fostering economic growth, industrial progress, and the well-being of the community.

PT. PLN ULP Kalasan, acutely aware of the burgeoning demand for electricity, has embraced a culture of innovation, relentlessly pursuing advancements to elevate service quality. This unwavering dedication to progress culminated in the launch of the prepaid electricity program in 2008 (Haliq, 2018). The adoption of the prepaid system was meticulously deliberated, taking into account a range of factors such as inaccurate meter readings, billing discrepancies, payment delinquencies, and service disconnection complexities.

PT. PLN ULP Kalasan's marketing strategy for prepaid electricity is a well-structured plan designed to increase public acceptance and awareness of the service's advantages. The strategy emphasizes an educational approach to introducing the prepaid electricity program. The community is equipped with a thorough understanding of the benefits and applications of prepaid electricity, such as direct control over energy expenses, real-time consumption tracking, and active participation in balance management. Through the dissemination of clear and comprehensive information, PT. PLN ULP Kalasan seeks to cultivate consumer understanding and appreciation for the service's superior qualities.

LITERATURE REVIEW

Marketing Strategy.

Marketing strategy serves as the cornerstone of a company's success in achieving its business objectives. Within this framework, the concepts of segmentation, targeting, and positioning guide the company's marketing direction. Market segmentation involves dividing consumers into homogeneous groups based on specific characteristics. This enables companies to gain a deeper understanding of customer needs and preferences. Targeting identifies the primary market segments that will be the focus of marketing efforts, while positioning establishes a unique and compelling place for the company's products or services in the minds of consumers (Maulida, 2021).

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Mix Marketing Concept (Market Segmentation, Promotion, Production, Price, and Distribution)

The Marketing Mix, a strategic combination of controllable elements employed by a company to influence consumer behavior and responses, serves as a cornerstone of effective marketing strategies. Market segmentation, the initial step in this framework, involves dividing the target market into distinct groups based on shared characteristics, enabling a deeper understanding of consumer needs and preferences. Promotion encompasses a range of communication activities aimed at raising consumer awareness and interest in the company's products or services. Production encompasses the creation of offerings, including both tangible goods and intangible services, that align with consumer needs. Pricing plays a crucial role in determining the attractiveness of the company's products or services in the market, while distribution focuses on the channels and methods used to deliver products or services from the producer to consumers (Mulyati, 2018).

Marketing Management.

Marketing Management stands as a social and managerial process dedicated to fulfilling consumer needs and desires through the creation, offering, and exchange of valuable products or services. This framework entails a thorough analysis, implementation, and monitoring of all marketing activities to propel companies towards their organizational objectives. By embracing sound marketing management practices, companies can harness their full potential and successfully achieve their business goals (Shinta, 2011).

Change Management.

Change Management stands as a structured process that employs the necessary knowledge, resources, and tools to effectively guide individuals or groups through a transformative journey. Change encompasses the transition from a current state to an envisioned future state and demands careful management of its impact on the affected individuals (Bairizki, 2021). The overarching goal of change management is to expedite the transformation process while minimizing disruptions, ensuring that the change ultimately delivers enhanced outcomes.

Service.

Services encompass intangible actions or activities offered by one party to another, not entailing the transfer of ownership (Lay, 2021). The quality of services plays a pivotal

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role in shaping customer satisfaction, which in turn influences customer retention, loyalty, and brand or company reputation. To elevate the customer experience, companies must endeavor to grasp customer needs and expectations, equip employees with the necessary skills, innovate in service delivery, foster effective communication, personalize services, address customer complaints efficiently, and provide comfortable facilities and environments. By adopting these strategies, companies can cultivate positive customer experiences and forge enduring customer relationships.

METHOD

This study adopts a qualitative descriptive research methodology with a field research approach. The researcher conducted direct observations at PT. PLN ULP Kalasan to collect data on the analysis of prepaid electricity service product strategies aimed at enhancing public awareness and adoption of the product. Data for this research is sourced from primary and secondary sources. Primary data encompasses direct interview results and observations, while secondary data comprises documents such as journals, books, and statistical data pertaining to the analysis of prepaid electricity service product strategies at PT. PLN ULP Kalasan. Data collection techniques employed include observation, interviews, and documentation. Observation is conducted in various forms, including participatory and unstructured observation, at PT. PLN ULP Kalasan. Interviews are conducted using purposive sampling techniques to select informants who meet specific criteria. The documentation method is utilized to gather references related to product marketing strategies. Data analysis is carried out continuously, adhering to the stages of information gathering, data reduction, data presentation, and conclusion drawing or verification. Data analysis follows the stages outlined by Miles and Huberman, encompassing information gathering through interviews, data reduction, data presentation, and conclusion drawing.

RESEARCH RESULTS AND DISCUSSION.

Analysis of PT. PLN ULP Kalasan

History of PT. PLN Kalasan

Established on October 27, 1945 by President Soekarno as the Jawatan Listrik dan Gas (Electricity and Gas Service), PT PLN (Persero) boasts a rich history. Over time, PT PLN has blossomed into a prominent Southeast Asian company, guided by a mission to provide energy solutions and enhance the wellbeing of society.

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Location of PT. PLN Kalasan

PT. PLN Kalasan located in Jl. Solo Km. 12 Yogyakarta, with the telephone number (0274) 496317.

Logo of PT. PLN Kalasan

PT. PLN Kalasan's logo embodies the public's trust in the electricity company, with elements such as the yellow background representing enlightenment, the lightning bolt symbolizing electrical power, and the three waves depicting the generation, transmission, and distribution of electrical energy.

Organizational Structure of PT. PLN Kalasan's Customer Service Unit:

PT. PLN Kalasan's Customer Service Unit (ULP) is meticulously structured to ensure efficient and effective service delivery. The unit is spearheaded by the ULP Kalasan Manager, who oversees the overall operations. Each team leader – Occupational Safety and Health (K3L), Technical, Energy Transaction, Customer Service and Administration – plays a crucial role in managing their respective domains. Senior Performance Officer monitors and evaluates performance, while Junior Distribution Operation and Maintenance Technician handles technical aspects. P2TL Technician and Finance and Receivables Control Officer contribute their expertise in their respective areas. This well-defined structure, with clear delineations of responsibilities, ensures seamless service delivery to customers.

Job Description of PT. PLN Kalasan's Customer Service Unit (ULP):

This job description outlines the responsibilities of various positions within the ULP Kalasan, ranging from the ULP Manager to the Finance and Receivables Control Officer. These responsibilities encompass planning, supervision, maintenance, and customer service.

Electrical Energy Saving Program:

PT. PLN Kalasan's Customer Service Unit (ULP) is committed to fostering energy conservation practices among its customers. To achieve this goal, the ULP has introduced a range of initiatives, each tailored to address specific aspects of electricity consumption. The Prepaid Electricity program encourages customers to adopt a more mindful approach to their electricity usage by enabling them to monitor and manage their spending. The 17:00-22:00 Electricity Reduction program promotes peak-hour load reduction by incentivizing customers to curtail their electricity consumption during the designated time frame.

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Additionally, the Energy-Efficient Lighting (LHE) program encourages the adoption of energy-efficient lighting solutions, such as LED bulbs, which significantly reduce energy consumption without compromising lighting quality. These comprehensive initiatives work in tandem to promote energy conservation, ensuring a sustainable and efficient power supply for customers.

Analysis of PT's Prepaid Electricity Service Product Marketing Strategy. PLN ULP Kalasan.

Evaluation of the Implementation of the Electricity Saving Program regarding Prepaid Electricity Service Products.

This research study undertook an evaluation of the implementation of energy conservation programs spearheaded by PT. PLN ULP Kalasan, with a particular focus on the "LIGHT UP the DREAM" program and initiatives aimed at prompting overdue postpaid electricity bill payments. This evaluation was deemed crucial to ascertain the alignment of these programs with the company's predetermined objectives.

Supporting and Inhibiting Factors for the Prepaid Electricity Program.

This research uncovers a range of enabling and hindering factors that influence the acceptance and implementation of prepaid electricity programs. Factors such as ease of use, security, and consumer awareness emerge as critical determinants of program success.

Impact of the Electric Energy Saving Program on Energy Use Efficiency (Prepaid Electricity Products).

This research delves into the multifaceted impacts of energy conservation programs, particularly prepaid electricity, on electricity consumption. The study unveils positive outcomes, including improved user control over electricity usage, reduced energy wastage, and enhanced environmental sustainability. However, it also acknowledges potential drawbacks, such as a decline in company revenue due to lower electricity sales. This nuanced understanding of the program's impacts is crucial for informing future strategies and ensuring a balance between energy conservation and financial sustainability.

Analysis of Customer Satisfaction with Prepaid Electricity Service Products.

This research explores customer satisfaction with prepaid electricity services provided by PT. PLN ULP Kalasan. The study employs a comprehensive approach to evaluate

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customer perceptions, encompassing factors such as ease of payment, effective electricity management, and the absence of overdue payment reminders. The findings provide valuable insights into the key drivers of customer satisfaction with prepaid electricity services, enabling the company to identify areas for improvement and enhance customer satisfaction levels.

Successful Marketing Strategy for Prepaid Electricity Service Products.

This research study highlights the success of marketing strategies employed by PT. PLN ULP Kalasan to promote prepaid electricity products and services. The study focuses on promotional programs such as "TERANGI RAMADHAN" to evaluate the effectiveness of the implemented marketing strategies.

Identify Challenges and Opportunities in Marketing Prepaid Electricity Service Products.

This research delves into the multifaceted landscape of prepaid electricity marketing, identifying both challenges and opportunities that shape the industry. On the one hand, intense competition from postpaid electricity products emerges as a significant challenge, requiring innovative marketing strategies to differentiate prepaid offerings. On the other hand, a surge in energy efficiency awareness presents a compelling opportunity to tap into a growing consumer segment seeking sustainable energy solutions. Understanding these dynamics is crucial for developing effective marketing strategies that not only overcome challenges but also capitalize on emerging opportunities.

CONCLUSION

1. This research delves into the evaluation of energy conservation programs, highlighting the "LIGHT UP the DREAM" initiative and strategies to address overdue postpaid electricity bills. These elements are scrutinized to determine the overall effectiveness of the implemented programs.
2. The acceptance and implementation of prepaid electricity programs are influenced by a range of supporting and inhibiting factors. Supporting factors such as ease of use, security, and consumer awareness are crucial for program success. Conversely, inhibiting factors like consumer confusion and limited access pose challenges that require attention.

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3. Energy conservation programs, particularly prepaid electricity products, offer positive impacts such as improved user control over electricity consumption and reduced energy wastage. However, potential revenue losses for the company due to lower electricity sales emerge as a negative impact that needs to be considered.
4. Customer satisfaction with prepaid electricity services offered by PT. PLN ULP Kalasan is evaluated, encompassing factors such as ease of payment, effective electricity management, and freedom from overdue payment reminders. These aspects contribute significantly to overall customer satisfaction.
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