

Measuring the Quality of Service of the State Electricity Corporation Limited in Tolitoli Area

Mukarramah¹, Muhammad Rapi², Syamsidar³, Moh. Royfandi⁴
^{1,2,3,4} *Department of Public Administration, Tadulako University, Palu, Indonesia*

Abstract:

Service is an activity carried out by a person to complete and realize the needs of others. This study aimed to determine the quality of service at PLN Tolitoli area (State Electricity Corporation Limited) by using a qualitative research method through a descriptive approach. Data collection was carried out in 2 stages, interviews and documentation. This involved PLN employees and the customers. The results of the study found that of the 5 dimensions of public service quality, 2 of them have met the needs of service standards, namely related to reliability and assurance. On the reliability dimension, in carrying out their services, the employees of PLN Tolitoli Area is very polite, courteous, friendly, fast, precise and satisfying. Regarding the guarantee dimension, PLN Tolitoli Area in providing services to the customers has shown good behavior so that customers feel treated as they expected. As a result, the level of trust and public satisfaction with employees is increasingly significant. On the other hand, 3 dimensions show that still there are things need to be improved, related to the aspects of responsiveness, tangible and empathy. The responsiveness dimension of technician employees is very slow in responding to incoming reports, which results in obstruction of homework, including government and private office employees. The tangible dimensions still show inadequate facilities and infrastructure, so that it can be said that they have not met service standards. In fact, there is no queue number found, so that customers become disorderly in queuing. In the dimension of empathy, or the last dimension, there are still employees who ask for compensation in the form of money from customers even though this kind of thing is strictly prohibited since it is an act of unauthorized collection (fees).

KEYWORDS: reliability, assurance, responsiveness, tangible, empathy.

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I. INTRODUCTION

Service is an activity carried out by a person to complete and realize the needs of others. Or in other words, service can be defined as a process in meeting one's needs, through the activities of other people (Adiyasa, 2017). Services that are carried out based on good service standards are referred to as the ease of providing customers services (Rahmadana et al., 2020). Generally, services are considered as a tool in the form of activities carried out by the government and state and regional state-owned enterprises that aim to fulfill public needs and to carry out statutory orders (Setijaningrum, 2009). The government as a public service provider must be professionally responsible for providing the best service in order to improve the quality of public services (Rukayat, 2018).

Public service is a state effort in fulfilling the basic needs and rights of every citizen of goods, services and administrative services which is provided by public service providers (Siti Maryam, 2017). New Public Service (NPS) as the newest paradigm of public administration puts public service as the main activity of state or regional administrators (Hardiyansyah, 2018). Public service is a fundamental thing and as a form of actualization

of the existence of government bureaucracies where the face of bureaucracy in this case is reflected in the attitudes, behavior and character of public service providers in providing their services to the customers (Dwimawanti, 2004). Thus, the public services should be carried out according to standards based on regulations in order to create high quality and integrated services.

Service quality is not only determined by those who serve, but also those who are served since they are the ones who enjoy, feel, and see directly the service process so that they can measure service quality based on expectations in understanding their own satisfaction (Barata, 2003). In terms of improving quality and quantity, public services are also expected to increase customers' satisfaction as the parties being served for their services (Supadmi, 2009). The quality of public services is the most crucial thing, so it cannot be negotiated. This is in line with the level of customers needs and demands for responsive and efficient services (Dwimawanti, 2004). One indicator that shows the quality of government performance is that it can be seen from the service process

carried out by the bureaucracy in each government agency which in turn can have a strong enough influence on economic and political life (Rowena et al., 2020).

The central and local governments as representatives of their people can autonomously serve the needs of their communities (Muallidin, 2011). Public services have monopolistic characteristics that make the government not face the problems of market competition, so that it has an impact on weakening attention in the management of public services for the provision of quality services (Prasodjo, 2017). Currently, the quality of public services is still a cause for concern. Some groups even think that public services look like a jungle because they are full of uncertainty (Dwiyanto, 2018). Public service is an order of the 1945 Constitution which is an activity that must be carried out by the government in line with the demands and hopes of all citizens (Wakhid, 2012). Because public service is an order of the 1945 Constitution, it should be necessary to create excellent services, such as service providers who should have good abilities, good attitudes, courtesy and courtesy, appearance, attention, action, and responsibility (Atmadjati, 2018). Several types of public services are, such as, types of administrative services, types of goods services, and types of services (Dwimawanti, 2004).

In Indonesia, this form of public service can be easily found where people always demand an increase in service quality from the bureaucracy (Lindawaty et al., 2018). In Indonesia, public services are considered to have an important role in various aspects of life, including social, economic and political life (Rowena et al., 2020). But unfortunately, the reality that happens is the mismatch between the expectations of society and the role and function of the bureaucracy as a serving organization (Afandi; 2016). Generally, in Indonesia, it still shows a bureaucracy that is thick with patrimonialism (Romli, 2008). Empirically, what is happening is convoluted, slow, expensive, full of uncertainty, and tiring services (Mahsyar, 2011).

In addition, other factors are such as bureaucratic behavior that does not reflect serving behavior, but instead where they tend to show the behavior they want to be served (Siti Maryam, 2017). Another problem that exists in public services in Indonesia is the birth of various fatal pathologies in the bureaucracy, such as behavior that ignores public ethics, abuse of authority, and very weak public integration in public service delivery organizations (Afandi, 2016). The concept of Good Governance requires every government bureaucracy to be responsible and accountable for every behavior, attitude, and policy to the customers (Sadhana, 2010). Public service is the center of attention by all circles since it is an arena of interaction between society and government (Dwiyanto, 2018).

Management of public services carried out based on perceptive and more responsive regulations will easily invite public participation (Larasati, 2013). This condition is viewed from the aspects of behavior and attitudes, which are currently not in accordance with the new organizational demands (Siti Maryam, 2017). Therefore, it is necessary to have a bureaucratic apparatus that has the capability and capacity to optimize the implementation of its duties and functions which are based on a high spirit of dedication and are oriented towards public service, protection and customers empowerment (Sadhana, 2010). An understanding of the bureaucracy also needs to be given to bureaucratic officials in implementing the ethical concept of public services, especially those related to equality, loyalty, communication, and responsibility (Maani, 2010). Good communication is also very necessary in public service in order to create excellent and responsible service (Wahyudi, 2010).

The various explanations above illustrate a phenomenon that also occurs in the Limited Liability Company of the Tolitoli Area State Electricity Company, which is related to the Quality of Public Services in it. Electricity plays a vital role in people's lives, and even becomes a basic need so that it can be said that electricity is the main source of energy in every human activity (Sasela, 2015). Given the enormous and important benefits of electrical energy for human life, an effort is needed to optimize electrical energy in a sustainable and affordable manner (I Ketut Suryawan, 2013).

Based on findings in the field related to service quality aspects, it was found that the resources in the PLN Tolitoli Area were not yet fully adequate. The resources in question are related to public facilities and infrastructure, such as chairs. The number of seats available at the office of the Tolitoli Area State Electricity Company Limited Liability Company is not proportional to the number of PLN customers so most of them have to stand while waiting in line. This is certainly not in accordance with service standards. In addition, resources are not optimal, including the number of staff or field personnel who are small. This has an impact on the quality of service itself which tends to run slowly and tiring. For customers who use postpaid electricity, they find and feel that the quality of service performed is not in accordance with the work operational standard (SOP) of employees. The impact is a decreased level of satisfaction and public trust which also creates other problems for the customers. One of the unsatisfactory qualities of service is the State Electricity Company (PLN), which sometimes carries out long-term blackouts without giving prior information to the public. This in turn caused a lot of protests from various circles. The character of employees in serving customers who are not friendly, convoluted, and seem difficult the customers is also another factors causes the service of PLN Tolitoli to be not optimal.

This contradicts Law Number 25 of 2009 concerning public services which states that public services are activities or series in order to meet needs and realize laws and regulations for every citizen of goods, services and / or administrative services provided by service providers (Erwan Agus Purwanto & Andi Taufiq., 2016). Furthermore, with the existence of this law, it is hoped that public services as a form of service that should be of quality, fast, easy, affordable, and measurable so as to create a more significant level of customers satisfaction in receiving them (Simatupang, 2019). This law defines public services as a source of financing and the nature of its implementation (Dwiyanto, 2018). Law No. 14 of 2008 also mentions openness of public information. This then becomes the basis for the government in carrying out its function as a service party which of course needs to implement an effective, efficient, accountable and responsible process (Wibawa, 2019).

Broadly speaking, the 1945 Constitution also mandates this nation that the purpose of establishing the Republic of Indonesia is to advance public welfare and educate the nation's life (Siti Maryam, 2017). This state objective is strengthened by the existence of the 1999 consumer protection law which should make producers, sellers and service providers more aware of the importance of the elements that must be met in providing services (Atmadjati, 2018).

Referring to the phenomena that have been described, this study aims to determine the quality of public services at the Tolitoli Area State Electricity Corporation Limited. Service quality in this case is then measured based on 5 dimensions, namely, reliability, assurance, responsiveness, tangible, and empathy.

II. MATERIAL AND METHODS

In this study, the researcher used qualitative research methods with a descriptive approach. Qualitative research has the nature of postpositivism, due to it is used in natural conditions (Setiawan, 2018). The descriptive approach is interpreted as an alternative to solving problems that have been investigated by the researcher, by describing the conditions of the subject or research object in the form of institutions, society and or others, which at this time are in accordance with existing facts (Sugiyono, 2017) Then the data collection technique in this study was carried out in 2 stages, namely observation, and interviews involved the employees of the electricity company in the tolitoli area state as the serving party and the community is as the party that is served. Furthermore, the data analysis technique use the theory developed by Miles & Huberman with several stages, namely data collection, data presentation, data reduction, and the last conclusion / verification.

III. RESULT AND DISCUSSION

One of the main concepts in the administration is public service (Vandenabeele, 2007). Administration is defined as a system that answers various problems in society (Sulila, 2015). One of them is the need for public services, including services related to electricity needs. Based on the results of research in the field that from the dimensions of Assurance (Guarantee), Reliability (reliability) has been running according to the provisions, but in the dimensions of Responsiveness (Quick response), Tangible (Real, Tangible), and Empathy (Empathy) still shows various problems.

In the dimension of Reliability is referred how to serve customers and how accurate the time is in doing service. Based on the results of research in the field, the employees of the Tolitoli Area State Electricity Company (PLN) in providing services at the office are very good, polite, polite, friendly, and also have very fast time accuracy, so that in their daily administration services in the office do not get protests from customer. This creates customer satisfaction with the employees at the PLN office in serving the community. Good behavior is very important, such as polite, polite, very influential on service quality which has an impact on the level of customer satisfaction (Eriswanto & Sudarma, 2017).

Assurance (Guarantee) is the next step from the previous dimension. In this research, what is meant by Assurance is the guarantee of security, comfort, and trust. The reliability dimension and the guarantee dimension have similar meanings (Maharani et al., 2016). Dealing with the findings in the field, it was found that in providing services to the customers, employees at the state electricity company (PLN) office have shown good behavior and made customers feel that they are being treated as the service standards. In addition, administrative services run according to operational standards (SOPs) and are transparent, resulting in a high level of public trust, satisfaction and comfort to these services. This is supported by education and information for the public to understand the mechanisms for using prepaid and postpaid electricity. The goal is for the public to know about the use of these services, so that fraud by irresponsible individuals can be prevented.

The next dimension is the Responsiveness dimension. What is meant by responsiveness in this research is a response to public complaints as PLN customers. Based on the findings in the field, there are still many complaints found from the customers regarding the handlers repairing the electricity damage in their house. One example is when there is damage to the current's flow caused by a short circuit current technician employee are very slow in responding to incoming reports so that the homework of PLN customers is hampered. This is not only felt by customers at home, but also by government and private office employees. Response is so important

in public service and must not be ignored since the service will not run according to existing service standards without good communication (Norjannah et al., 2020).

The blackout, which sometimes lasted a long time without any socialization and explanation beforehand, caused various protests from customers, some even held demonstrations at the office of the State Electricity Company (PLN). The findings in the field also found that in the responsiveness aspect related to power outages, it was found that there was no communication between PLN and the customer in responding to public complaints, resulting in negative perceptions from the public about PLN Tolitoli services. Communication in this case should be something that must be maintained because of its very important role in overcoming and resolving problems, both between individuals and groups that concern the interests of many people (Hilmi et al., 2019). Therefore, the next communication indicator is added to the Responsiveness aspect.

The Tangible dimension referred to in this research is the resources for facilities and infrastructure. Furthermore, examples of the Tangible aspect are the state of the service room, computer facilities, chairs, and air conditioners. The findings in the field show that the facilities and infrastructure referred to above still have many shortcomings and do not meet service standards even queue numbers are not available. The absence of a queue number then causes disorderly customers in queuing. Of course, these deficiencies greatly affect the quality of service. Complete infrastructure is a reflection of creating customer satisfaction (Yunari, 2017). Thus it can be said that facilities and infrastructure are very important components, not only as an effort to create customer satisfaction, but also as a supporting tool in running a public service system (Rizki, n.d.). The level of success of a public service process in general can be seen from the extent to which the facilities and infrastructure are available (Manullang & Purnamasari, 2019).

The last dimension in this research is Empathy, which is attention and ease. The results of research in the field indicate that there are still problems related to the convenience aspect. In the public services provided, the process tends to be convoluted and takes a long time, for example in the provision of electricity meters instalment. This is especially the case for some residents who have new houses and apply for electricity to their homes where they get convoluted services with a very long process. This problem subsequently generated a lot of protests. Many people or PLN Tolitoli customers have complained about the services provided by the PLN. Based on the findings, it is also known that there is a habit of extortion that has been going on for a long time and is continuously being carried out by unscrupulous PLN employees in the procurement of kilometers. According to customers, it aims to make the service process run fast and not complicated. This reward is intended to make it easier to procure kilometers to be installed at residents' homes. The phenomenon that occurs has shown that the PLN party seems to want to be served, not to serve. This contradicts to the conception of good service which is demanding every bureaucracy to be responsible and accountable for all attitudes and behavior in society (Sadhana, 2010).

IV. CONCLUSION

In conclusion, the dimensions of reliability and assurance have met operational standards and service standards. This is evidenced from the dimension of reliability where in providing services in the office, the employees of the Tolitoli Area State Electricity Company (PLN) have run it very well. They are polite, friendly, and also have an accuracy of working time that is fast, precise and satisfying. Therefore, the administrative services in the office rarely get complaints from customers. In the guarantee dimension, employees also show good behavior in providing services to the customers, thus making customers feel satisfied as the service given is according to the service standards. Administrative services run according to operational standards where everything is done transparently. This further increases public confidence in public services in the PLN Tolitoli area. This is supported by providing education and information to the public to understand the mechanisms for using prepaid and postpaid electricity.

On the other hand, the dimensions of Responsiveness, Tangible, and Empathy still show many shortcomings. In the dimension of responsiveness, technician employees are very slow in responding to incoming reports related to reports of damage to electricity and electrical shortages which have an impact on the obstruction of customer homework. The prolonged blackout of the lights without any socialization and prior information also caused a lot of protests from most of the customers, some of them even demonstrated at the office of the State Electricity Company (PLN). Furthermore, there are also many deficiencies in the Tangible aspect. More precisely, it is related to the condition of the service room, computer facilities, chairs, and air conditioning equipment. Even the queue number is not provided which causes customers to be disorderly in queuing. The final aspect that found that there is much need to improve is empathy. In relation to this aspect, many people find services that are convoluted and take a long time, for example in the provision of electricity kilometers, which makes it difficult for them. According to the findings in the field, it is known that customers have to give rewards in the form of money to unscrupulous individuals to speed up the service process. This reward is intended to simplify the process of procuring kilometers to be installed in people's homes.

The findings of this study contributed to the related parties, in this case the State Electricity Company (PLN). It is hoped that through the findings of this study, PLN can make several improvements and improve the quality of public services from all aspects, including Reliability, Assurance, Responsiveness, Tangible, and Emphaty, particularly the responsiveness dimension which adds communication indicators. Communication in this case is very important for realizing excellent quality service. Communication that is not well established allows misunderstandings to arise in providing public services (Wahyudi, 2010).

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