Public Service Innovation at PT. PLN (Persero) Kawangkoan Customer Service Unit

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Abstract. This study means to depict the Public Help Advancement at PT. PLN (Persero) Kawangkoan Client care Unit. This study utilizes an illustrative subjective methodology, the quantity of witnesses is 8 (eight) individuals with information assortment procedures specifically perception, meetings, and documentation, with information examination strategies through information decrease, information show, making determinations. The outcomes showed that Public Help Advancement at PT. PLN (Persero) ULP Kawangkoan overall has not been going great since it was found that as per the consequences of exploration, the local area was not completely mindful of the help advancements from PLN, to be specific the PLN Portable application, how to get to and overall this application was gotten to through electronic gadgets like cell phones. The electronic hardware, as well as the contradiction of data from the application framework with the realities that happen in the field, the presence of snags as an organization in getting to the PLN versatile application, should have a decent organization, and server issues. This is to further develop the assistance nature of PT. PLN (Persero) Kawangkoan Client assistance Unit.

Keywords: Innovation, Public Service, PT. PLN (Persero).

1 Introduction

Electricity has become an important need for humans which is used to help human daily work. Quality and quantity are one of the fundamental problems in the distribution of electric power so a leap forward or other disclosure from the electricity administration is needed. Development according to Everett M. Rogers is a thought, thought, item, and practice that depends on and is recognized as something completely new for a particular person or group to be applied or taken [1].

Public authority as a supplier of electricity to the local area. The existence of State-Owned Enterprises Elements, especially BUMN Business Substances. State-Owned Enterprises in the implementation of public administration in the field of power under the support of a state-owned organization, especially PT. PLN (Persero) is the main organization in Indonesia that controls, provides, and serves electricity needs for the local area. PT. PLN is obligated to carry out a large power administration for the regions with straightforwardness, responsibility, and impressive skills in completing aid transport exercise to obtain local compliance and further develop service quality.

Public service is something that is central and becomes a major concern in the implementation made by open associations that must be able to establish good relations with the regions as administrative clients. Good practice of open administration depends on the circumstances of the specialist organization. Administration for electricity needs and fulfillment of local areas as clients are requesting that must be fulfilled by public authorities through State Power Organizations. The electricity demand in the local area sometimes increases. So, the electric power administration framework must be made according to the local needs for electric power. Things that are often concentrated lately are in the area of policy management, especially those related to techniques or approaches to serving the regions. Public experts as an association of territorial experts should have the option to provide quality associations [2].

Law Number 25 the Year 2009 explains that public services are an activity or series to fulfill the need for synchronous services using laws and regulations for the community and residents for goods, services, and/or administrative services provided by public service providers [3].

Justification for the implementation of open government today is a very important need for public authorities and society by considering the creation of techniques that are skilled, attractive, feasible, basic, clear, open, pleasant, responsive, flexible, and acknowledgment of appropriate assistance [4]. The central and surrounding legislatures must provide quality government assistance organizations, considering that government assistance is significant for the existence of the population as a whole [5].

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The application of new inventions in public services for every organization at this time which is in the digital era has consequences in every service provided to citizens so that the consequences can suggest an increase in good service. One of the errors is in government services, namely the State Electricity Company (PLN) which is in charge of providing electricity services to the community. In the implementation of Law Number 25 the Year 2009 article 7 paragraph (4) letter c. As the year of discovery or innovation of public services, it is determined to be an effort to focus on the implementation of directed, in-depth and continuous policies in creating public service innovations. The application of new inventions in public services for every organization at this time which is in the digital era has consequences in every service provided to citizens, so the consequences can suggest an increase in good service. One of the errors is in government services, namely the State Electricity Company (PLN) which is in charge of providing electricity services to the community. In the implementation of Law Number 25 the Year 2009 article 7 paragraph (4) letter c. As the year of discovery or innovation of public services, it is determined to be an effort to focus on the implementation of directed, in-depth and continuous policies in creating public service innovations [3].

The benefits of electricity coming from PLN and then given to the general public are postpaid and prepaid electricity administration. During the time spent conveying the administration of PT. PLN (Persero) often has problems with each item of electricity assistance, both postpaid and prepaid electricity, and has problems in completing electricity use, for this situation there is a disturbance or power outage in every electric power organization, there will be a decrease in the degree of dependence. In favor of local areas that affect the persistence of the electronic senses. The usual complaint that often occurs is that the blackouts take turns for a long period, while the general public does not receive data from PLN regarding blackouts or the effect of organizational unrest due to disasters and activities that disturb the region, so there is no early warning from PLN. As well as power separation, especially in postpaid power utilization.

In further developing the mentoring cycle of PT. PLN understands that along with the times, which are currently in an advanced period, individuals must be served by utilizing new goods or developments. The data frame is used to change from a manual framework to a mechanical or digital framework, from the top side of the digitization framework to the main frame so that clients can view, modify and enter information. With a data frame that leverages a digitized framework, it is very useful in managing frequent complaints and annoyances.

One other way that can be used to solve the problems at hand is to take advantage of the sophistication of today's developing technology. With this, it can help facilitate the access by the staff even to the community according to their respective needs. In addition, it can convey accuracy of information due to errors in offering support to clients. With this clarity, specialist organizations and intended beneficiaries will find comfort, clarity, and certainty within the framework of public assistance [6].

PLN seeks to take advantage of technological developments, issues, and communications. PT. PLN (Persero) formed an innovation, namely PLN Mobile, as PLN's effort to further improve service and communication with customers. With the PLN Mobile application, it is easier for customers and prospective customers to get information about electricity bills, including receiving blackout information and other information. The features that come from PLN Mobile mean: 1). Check bills and token history, 2). Application for new installation/change of power, 3). Check the status of complaints and requests for information on electricity usage rates.

PT. PLN (Persero) Kawangkoan Service Unit located in Sendangkan Village, Kawangkoan District, Minahasa Regency, North Sulawesi. It has five sub-unit offices under the Kawangkoan Customer Service Unit located in five sub-districts, namely the Sonder sub-unit, the Remboken sub-unit, the Taraner sub-unit, the Kakas sub-unit, and the Langowan sub-unit. With the hope that many electricity service customers can access and take advantage of the advantages and conveniences of the PLN mobile application anywhere and anytime and are more efficient in time, cost and energy. However, with the initial observations made by the author to the community in the service area of PT. PLN (Persero) ULP Kawangkoan there are still many people who do not know about the presence of the PLN mobile service innovation, they do not even understand the use of this PLN Mobile application, do not know how to access the PLN Mobile application, even those who understand better to operate the PLN Mobile application, then also some of them feel it is more effective to come directly to the office to receive direct services and be given clearer information.

Based on the existing problems, the steps that must be taken in improving the quality of service using the PLN Mobile application must be socialized from PT. PLN (Persero) Kawangkoan Customer Service Unit to improve service quality to improve the quality of public service innovation at PT. PLN (Persero) ULP Kawangkoan.

2 Research Method

This study uses qualitative research that is focused on Public Service Innovation at PT. PLN (Persero) Customer Service Unit with a sub-focus on electricity services using the PLN Mobile application accompanied by several indicators or research aspects, namely: a). Relative Advantage, b). suitability, c). Hassle. d). Possibility to try, e). Ease of observing. By observing, interviewing, and documenting semi-structured data sources to: a). Communities in the service area of PLN Kawangkoan b). The PLN Kawangkoan party, in this case, the Manager and employees of PLN Kawangkoan.

The research method used is a subjective strategy with a clear methodology. The subjective spellbinding methodology as shown by Sugiyono is an exploratory strategy that is used to see the state of ordinary items,
not examinations, where specialists are the key instrument, the information collection procedure is completed by triangulation (consolidation), the investigation of information is inductive, and the results of subjective exploration underline the meaning. contrary to speculation. It is planned that the information or issues obtained are focused more broadly, top-down, orderly, and as-is and without obstacles from scientists to the realities that arise in the field [7].

Primary data is data obtained by researchers directly (from first hand), while secondary data is data obtained by researchers from existing sources. By collecting data using the method/method of observation, interviews, and documentation. Data analysis uses 3 main components from Miles and Huberman, namely Data Reduction, Data Presentation, and Conclusion Drawing [8].

Research informants use the purposive sampling method in deciding questions about witnesses. Purposive Sampling testing is the certainty of the source not based on strata, position, rules, or locality but based on the presence of certain goals and reflections that remain related.

3 Result and Discussion

3.1 Relative Advantage

From the results of the study, it is known that the advantages of administrative development through the portable PLN application provide benefits and improvements for PLN, especially for regions such as electricity clients who utilize and make administration more attractive and productive because the public, in general, can ask questions or complaints, exchange electricity instalments, even demands for the association. New electric power online anytime and anywhere through the PLN Portable application. The expert also considered that the benefits of this versatile PLN application would have added value because it was very useful for administrative purposes provided by PT. PLN (Persero) ULP Kawangkoan and assisting the local area as a client with the convenience and excellence of assistance highlights the versatile PLN application, saving time and costs. However, these applications must be supported by modern electronic devices, proper organization, and web standards.

An advance must have more value and benefits compared to the existing express before development. As stated by Everett M. Rogers, progress must be seen from the extent to which the development is seen as better than the previous situation. The excess value or benefit in progress indicates the extent to which development is seen as better than the state before progress. This versatile progress of PLN is a development of PT PLN (Persero) with the need for online electricity administration which is expected to facilitate areas that require electricity administration. This versatile PLN was created to speed up assistance for electricity needs. The benefits or benefits of development can cause individuals to be more fulfilled and feel great in using the assistance. If this aspect is seen by the region as a good thing, the region will decide that the administration is given by PT. PLN is maximal and satisfying. Therefore, progress is needed to improve and strive for development, frameworks, strategies, and progress can be made that can reduce costs, shorten the administrative time, cut organization, and above all, offer quality support for customers.

3.2 Compatibility

From the results of the study, it can be seen that the implementation of administrative development as a PLN application is by the needs because the things in PLN Multipurpose help the needs of regional electricity administration and the progress of the electricity network. The PLN Mobile Application is by the electricity administration provided by PT. PLN Administration Kawangkoan Unit is very suitable for postpaid and prepaid electricity administration. Analysts consider that the fairness of specialist cooperatives is appropriate, although there are still many people who are not familiar with the PLN portable application, so they cannot follow the administration in the PLN application. Because maybe there is no socialization from PLN or information about data and innovation from clients that are still lacking.

According to Rogers, Similarity is seen from the extent to which development is seen as predictable and by existing qualities, previous encounters, and existing requirements. Appreciation is an idea that is seen as important which is seen as great, commendable, worthy, right, and important in an individual's life. In the association, self-esteem is something that is upheld by the association. If it is associated with the Everett M. Rogers hypothesis, it can be said that progress will be more effectively-recognized whether it is appropriate and does not conflict with existing qualities, then its development will generally be difficult to recognize. Then again, progress has ideas in common with past developments. It is hoped that the old developments are not simply thrown away but turned into a cycle of progress towards new developments. Moreover, it can work with varied interactions and evolving experiences for faster development [1].

You could say that the construction of PLN Portable is not concerned with the quality that is in PT. PLN (Persero) ULP Kawangkoan. The development of portable PLN does not guarantee to provide manual administration or intermittent administration that recently existed at PT. PLN (Persero) ULP Kawangkoan. This is because the construction of portable PLN is generally elective assistance for the local area and it is PLN's job to further develop the quality of administration to help make it easier for regions or clients who use electricity administration at PT. PLN (Persero) ULP Kawangkoan online is getting more effective.
3.3 Complexity

From the results of the review, the complexity of utilizing PLN's versatile application is seen from the system and strategy, the level of complexity is only on network problems, and server blunders, which cause notifications from the PLN portable application, not by reality. What happens on the field? Other developments will generally be considered to be of high complexity compared to past advances. According to Rogers, complexity is how much progress is considered rather difficult to understand and use. In this situation, it is also felt how big the obstacle is. In practice, PLN's versatile progress also has problems such as server problems, network problems, and problems with the PLN portable application itself[1].

The Barrier Elements according to the dam Mulgan Albury there are eight limitations to development in the public area, in particular: 1). Used to close bombed programs, 2). Excessive dependence, 3). Innovation is accessible, but hinders the course of life or association. 4. There is no reward or motivator to improve, 4). Try not to try to face challenges, 5). Immediate spending plans and arrangements, 6). Managerial tensions and barriers and 7). Development organization progress [9].

Analysts argue that in providing power administration through the PLN portable application, the level of complexity is like the organization, if the organization is large and the service does not have errors, the operation of the PLN multipurpose application is also smooth. need information about data innovation so do not have an idea how this application works.

3.4 Possibility of trial or Triability

From the results of preliminary exploration in the progress of electricity administration through the multipurpose application of PLN, they have led the preliminary first and have completed the promotion of connecting with the portable application of PLN. According to the perception that PLN Kawangkoan has led the first report in the client investigation for quite a long time, the client will find it easier to access, because it is feasible with the framework that is running, both Android and iOS. All PLN workers are quickly becoming the first to test whether it is profitable to use PLN Multipurpose, and we are currently promoting it to the general public or PLN clients to take advantage of the portable PLN application so that they can feel the convenience of the assistance items provided by PLN.

Scientists argue that testing an item is one of the benchmarks. According to PLN's perception, it has completed the last allowance and this application is correct to use. However, socialization also needs to be improved regarding PLN's versatile application because there are still many people who have almost zero understanding of administrative developments through the portable PLN application so that people can try to access and operate this application. Clients can appreciate administration through the elements in the versatile PLN application.

As Rogers pointed out, observability is the degree to which the side effects of an advance must be visible and visible to others. Development must be seen and seen how it functions and can create something better. A progress that is not difficult to notice will be more easily recognized and created among the general public. However, there are obstacles to it, especially the overall limitations because this application is accessed via mobile phones, and not all individuals have electronic gadgets or mobile phones, besides that a good organization is needed to access PLN portable applications, not all PLN clients are in areas that are not difficult to get smooth internet access, considering that even though it was made by PLN ULP Kawangkoan, there are still some areas that don't have an internet network. There is. With these obstacles, there are still many people who have difficulty accessing the administration of the PLN multipurpose application [1].

The researcher believes that the PLN portable application must ensure that it provides great convenience to PLN, especially the local area as an electricity client with various existing elements, very simple in addition to saving time, costs and speeding up the assistance cycle. Because there are still many clients who do not know about PLN's versatile application due to the lack of notification or data about this application and because not everyone has an electronic gadget and can access this application, this is also due to the age factor and the lack of ability to use advanced instruments. Apart from that, they are not familiar with mobile application have tried to improve the competence and even the services provided so that customers are satisfied with the service.

3.5 Ease of observation or Observability
internet-based administration, maybe that is a pressing component.

Paul Gilster coined the term advanced proficiency without precedent for his book of the same name. He explains that advanced skills are the capacity to use innovation and data successfully and effectively in a variety of life settings. Gilster's point of view is enhanced by the computerization of what happens, which consists of various structures, such as sound, image, and composition [10]. Thus, the socialization of the versatile PLN mobile application must also be improved so that the general public as clients can feel the ease of using the portable PLN application and can further influence the development of electricity administration at PT. PLN (Persero) Kawangkoan Customer Service Unit.

4 Conclusion

Discussing the consequences of exploration in the field of Services to the Community at PT. PLN (Persero) Kawangkoan customer service unit, the conclusion is as follows: In providing services PT. PLN (Persero) ULP Kawangkoan provides postpaid and prepaid electricity administration with their respective benefits and burdens. Based on the picture that has been understood, PLN has a development program for both electricity administration, especially the PLN multipurpose application and it tends to be reasonable that the development of the PLN multipurpose application as a whole has not been going well. Good way. The number of clients for the PLN portable application has reached 13,437 clients according to the results of the analyst meeting with the Administrator of ULP PLN Kawangkoan (interview 07 April 2022). The five elements of development that have been completed are relative benefits (benefits and added value), similarity (appropriateness), complexity (intricacy), liability (probability to try), and observation (easy to notice).

a. Benefits and added value are advantages that are felt by PT. PLN, especially the advantages that are felt by the surrounding community as clients of the PLN portable application. As well as speeding up the help cycle, saving time and money.

b. The suitability of the multi-purpose progress of PLN The PLN Mobile application is to the needs of the local area for electricity administration, but there are still times when the arrangement of application data does not match the reality that occurs in the field.

c. The complexity, the level of complexity can still be changed, there are complaints with the framework that is not by the actual situation, there are still people who do not understand using the PLN Multipurpose application, namely PLN Mobike, there are complaints with the framework that is not suitable.

d. Possibility to try According to the actual situation trying the PLN Mobile application can be done easily if it can be understood well. There are still individuals who do not really understand the PLN Mobile application and there are still individuals who do not feel the convenience of the PLN Mobile application.

e. Ease of observing the simplicity of seeing what is found from the PLN Versatile application, there is no local capacity to take advantage of mechanical complexities such as cell phones.

Acknowledgments

Research and membership at the International Conference on Social Science (ICSS) of 2022 can be held with financial assistance from the Faculty of Social Science, Universitas Negeri Manado, Indonesia.

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