

IMPLEMENTATION OF THE SAME DAY SERVICE PROGRAM IN REALIZING THE LEVEL OF SERVICE QUALITY (TMP) PT. PLN (PERSERO) PADANG PANJANG CUSTOMER SERVICE UNIT

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Abstract

The increasing demand for electricity by customers caused by various factors such as WFH (work from home), the development of technology that requires electrical energy as its driving force and the increasing population growth rate makes PT. PLN as the main electricity provider need a solution to answer these problems by implementing a program same day service. PT. PLN (Persero) ULP Padang Panjang is the smallest service unit of PT. PLN (Persero) which organizes the Same Day Service program. The Same Day Service program is presented to cut service time to be more effective. The purpose of this research was to determine and analyze the Implementation of the Same Day Service Program and its inhibiting factors. This research used the theory of policy implementation proposed by George C. Edward III which consists of communication, resources, disposition and bureaucratic structure. The research method used is qualitative with data collection techniques through observation, interviews and documentation. The results of this research indicate that the implementation of the Same Day Service Program at PT. PLN (Persero) ULP Padang Panjang has not run optimally. The inhibiting factors for the Same Day Service Program are the lack of socialization of the implementor to the program targets, the lack of human and financial resources and the mechanism set out in the Standard Operating Procedure (SOP) which does not pay attention to the inhibiting aspects in the program implementation process.

INTRODUCTION

Electricity is an energy that can be obtained from various sources such as water, wind, steam, oil, coal, geothermal, nuclear, solar and others. Electricity has an

important role in living life to do various jobs and meet needs because in this digitalization era where various jobs have been transferred using various advanced technologies, one of which uses electrical energy. so it can be said that electrical energy is inseparable from everyday life. As stated in Law Number 30 of 2009 concerning Electricity, which states that electric power has an important and strategic role in realizing national development goals, therefore efforts to provide electricity are controlled by the state and its providers need to continue to be improved in line with development development so that there is sufficient, equitable and quality electricity available.

In 1972 in accordance with Government Regulation Number 17 concerning the determination of the status of PT PLN as a State Electricity Public Company and as a Power Chargé d'Affaires Holder (PKUK) with the task of providing electricity for the public interest. Along with the Government's policy of providing opportunities for the self-help sector to engage in the business of providing electricity, since 1994 PLN has switched from a Public Company to a Company (Persero) and also as a Power Of Attorney (PKUK) in providing electricity for the public interest until now (pln.co.id.). With the establishment of PT. PLN (Persero) by the Government as the Holder of the Electricity Chargé d'Affaires in providing electricity for the public interest, pt. PLN (Persero) is obliged to carry out its duties to ensure that electricity needs are met for the community in accordance with Law Number 30 of 2009 concerning Electricity. It is written from the web ind ozone.id which explains the common problems or disturbances that often occur in the community related to electrical problems including Power failure Power SAG or drop voltage, Power Surge or Spike, Under Voltage or Brown Out, Over Voltage, Frequency Variation, and Electric Line Noise. This problem often occurs in the community environment, such as West Sumater Province. Based on data presented by PLN UIW (Regional Main Unit) west Sumatra quoted from the sumbarfokus.com 2019 website, there are also electrical disturbances that often occur due to several factors that cause internal and external disturbances. Internal disturbances that occur such as Transformer (Transformer) interference, Low Middle Network (JTR) interference, and interference with Home Connection (SR) cable components and Limiting Measuring Devices (APP). While external interference can be the interference of trees, animals, stuck kites. In addition to these causes, weather factors such as rainstorms and old tools used are also sources of interference from the power grid.

Minister of Energy and Mineral Resources Regulation No. 18 of 2019 concerning Amendments to the Regulation of the Minister of Energy and Mineral Resources Number 27 of 2017 concerning the Level of Service Quality and Costs Related to the Distribution of Electricity by PT Perusahaan Listrik Negara (Persero) is a policy update aimed at motivating managers in optimizing services to the community regarding electricity problems or disturbances, one of them is the city of Padang Panjang. As the Padang Panjang Customer Service Unit (ULP) implements a program that aims to

improve the quality of service to customers or the community, namely the Same Day Service program.

Same Day Service is a program that prioritizes service on the same day in terms of new connections, power changes and fixing problems that occur. The Same Day Service program is oriented to improve the quality of service to customers or the public who are users of PT PLN's services and services. The Same Day Service program also aims to meet and facilitate electricity needs for customers and people who want to use or get the services and services of PT PLN. Even so, there are still many problems that occur from the implementation of this same day service program, including the following:

First, problems in the process of implementing the Same Day Service Program at PT. PLN (Persero) ULP Padang Panjang occurs due to the lack of knowledge of the public as customers or target groups regarding the programs run by PT. PLN (Persero) ULP Padang Panjang, this is considered due to the lack of communication carried out between the implementer and the target group regarding the program and this causes various problems such as customers or communities who are target groups or target groups do not understand and do not even know about the Same Day Service Program.

Second, on PT. PLN (Persero) ULP Padang Panjang implementation of the Same Day Service Program does not run optimally, in other words, there are times when the program cannot be run temporarily, this is influenced by the resources in PT. PLN (Persero) inadequate ULP Padang Panjang.

Third, in the implementation of a policy or program, it requires the characteristics of the implementor who are always consistent and survive every problem during the process of implementing a policy or program. On PT. PLN (Persero) ULP Padang Panjang these characteristics are not visible because several things also affect the course of the program implementation process, it will also trigger a temporary suspension of the same day service program implementation process.

Fourth, The aspect of bureaucratic structure includes two important things, namely mechanisms and organizational structures. In this case, the mechanism in question is usually already stipulated in the Standard Operating Procedures (SOP) and the structure of the implementing organization as far as possible to avoid convoluted, long and complex things. A good SOP includes a framework that is clear, systematic, not convoluted and easy to understand by anyone because it will be a reference for the work of the implementor in the program.

The presentation related to the implementation of the previous same-day program has explained the flow of implementation and the various obstacles faced by PT. PLN (Persero) especially the Padang Panjang Customer Service Unit (ULP). By comparing the results of previous studies that often raise the same phenomenon, researchers are interested in looking further at the problems that occur during the Implementation of the Same Day Service Program and to find out the factors that hinder the Implementation of the PT Same Day Service Program. PLN (Persero) Padang

Panjang Customer Service Unit (ULP). So the author is interested in conducting a research entitled "Implementation of the Same Day Service Program in Realizing the Level of Service Quality (TMP) of PT. PLN (Persero) Padang Panjang Customer Service Unit (ULP)".

RESEARCH METHODS

The method used in this study uses qualitative with a case study approach. This approach is used by researchers with the aim of describing in depth the problems or phenomena that the researcher determines. The case study approach is a qualitative approach whose researchers explore real life, contemporary limited systems (cases) or a variety of limited systems (various cases), through detailed and in-depth data collection involving a variety of sources of information or compound sources such as observations, interviews, audiovisual materials, documents and various reports (Sugiyono, 2018). This research was conducted at PT. PLN (Persero) Padang Panjang Customer Service Unit (ULP). To obtain informants from researchers using purposive sampling and snowball sampling methods.

The purposive sampling method is a method whose informants are chosen because they have information related to the research and snowball sampling is a method in which the sample is passed through a scrolling process from one respondent to another until the researcher feels sufficient to answer this study. The parties who became informants in this study included the Supervisor (SPV) of PT. PLN (Persero) ULP Padang Panjang, Chairman of KHS Vendor Coordinator PT. PLN (Persero) ULP Padang Panjang, and Customers or users of services and services of the Same Day Service Program of PT. PLN (Persero) ULP Padang Panjang. Data analysis in qualitative research is carried out at the time of continuous data collection and after the completion of data collection within a certain period. Miles and Huberman (in Sugiono, 2018: 132) stated that activities in qualitative data analysis are carried out interactively and continuously until it is completed, so that the data is carried out.

RESULT AND DISCUSSION

Implementasi Program Same Day Service

This study examines the implementation of the Same Day Service service program at PT. PLN (Persero) ULP Padang Panjang which is a manifestation of the Regulation of the Minister of Energy and Mineral Resources of the Republic of Indonesia Number 18 of 2019 concerning the Level of Service Quality and Costs Related to the Distribution of Electricity by PT Perusahaan Listrik Negara (Persero). Researchers use the policy implementation theory proposed by Edward III, where in theory there are four (4) policy implementation variables, namely:

- a. Communication
- b. Resources
- c. Disposition
- d. Bureaucratic Structure

The four variables above are used to see the implementation of the Same Day Service Program implementation in realizing the Level of Service Quality (TMP) of PT. PLN (Persero) Padang Panjang Customer Service Unit (ULP). Of the four variables above, researchers found among them:

Communication

The communication process carried out by the parties involved in the implementation of the program determines the success of a program that is being implemented, the implementor in this case is PLN (Persero) ULP Padang Panjang as the party who implements the Same Day Service Program and KHS Vendors as parties who cooperate as well as parties involved in the field in the implementation process of the Same Day Service Program. According to George C. Edward III, good communication is if the communication that occurs is effective between the program implementer and the target groups. The goals and objectives of the policy program can be properly socialized so as to avoid distortions in policies and programs, this is an important part because the higher the target group's knowledge of the program, the more it will reduce the level of rejection and error in implementing these programs and policies. As internal communication carried out to the two parties involved in the implementation process of the Same Day Service Program carried out by PT. PLN (Persero) ULP Padang Panjang internally has been good due to evaluation, commitment created, socialization to PT PLN employees, and also KHS vendors. Likewise, the communication carried out by KHS vendors as parties involved in the field in the implementation process of the Same Day Service Program has been good, in terms of the coordination between PT PLN officers and KHS vendors and vendors in the field in promoting efficiency that is in accordance with the objectives of the Same Day Service Program.

In addition to internal communication, external communication also affects the success of a program implemented by PT. PLN (Persero) ULP Padang Panjang. In this study, external communication was carried out by PT. PLN (Persero) ULP Padang Panjang together with KHS vendors to target groups or communities that are customers of PT. PLN (Persero) ULP Padang Panjang. As reviewed from the target group, the community explained that pt. PLN (Persero) ULP Padang Panjang will conduct external communication or communication with customers if there are several obstacles that make the Same Day Service Program unable to be implemented. This action (communication) is only implemented in the effort to provide clarity to the customer regarding the installation work, power changes or repairs that the customer wishes cannot be carried out as soon as possible. So that efforts in the implementation of the Same Day Service program are communicated in a limited manner instead of periodically. This will have an impact on the dissemination of information related to the obstacles faced by OLE PT. PLN is only known on a limited basis.

Resources

The success of a policy implementation is also influenced by the resources owned, the resources in question are human and financial resources that will affect the course of implementation of a policy.

Human Resource

Human resources include sufficient staff (number and quality) in this case the employees or staff available and are responsible for the process of implementing the Same Day Service Program at PT. PLN (Persero) ULP Padang Panjang. The human resources involved in the implementation of the Same Day Service Program are good because each party involved is good, both PT. PLN (Persero) ULP Padang Panjang and KHS Vendors. This can be seen from the efforts to maintain and improve the quality of human resources that will be involved in the implementation of the Same Day Service Program. Pt. PLN (Persero) ULP Padang Panjang pays more attention to performance by applying sampling methods to monitor performance to be in line with SOPs, the KHS vendor as a party that plays a more direct role in the field prioritizes the skills possessed by vendor officers so that human resources involved in the implementation of the Same Day Service program can be guaranteed quality by conducting tests before recruitment for field officers.

Financial Resources

Financial resources also have an influence on the implementation of a policy or program. In the Implementation of the Same Day Service Program, financial resources have an important role in terms of improving the quality of the human resources involved because of the adequacy of the financial resources in PT. PLN (Persero) ULP Padang Panjang to support the financial needs of KHS vendors to improve the quality of human resources and ensure the availability of material stocks needed in the implementation of the Same Day Service Program. Therefore, the sustainability of the Same Day Service Program can be said to be very dependent and influenced by the financial resources contained in PT. PLN (Persero) ULP Padang Panjang. This also shows that there is a dependence on the success of human resource achievement is also determined by financial management of the implementation of the program.

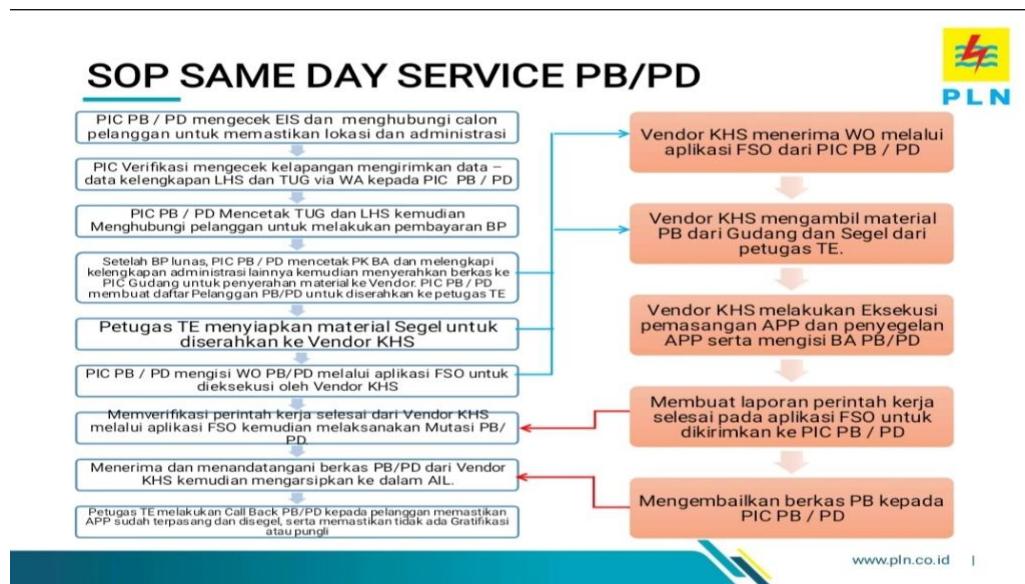
Disposition

This disposition is closely related to the attitudes of the implementers and is a characteristic that sticks closely to the implementor of the policy or program. An important character by the implementor is that high honesty will always survive between obstacles. In this study, the attitude taken by PT. PLN (Persero) ULP Padang Panjang and KHS vendors as parties involved in the implementation process of the Same Day Service Program will also determine the success of the implementation of this program. The disposition of program implementation carried out by implementors, be it PT. PLN (Persero) ULP Padang Panjang and KHS vendors have a

good impact on the implementors themselves because of the consistency to run programs that have obstacles and the steps taken in dealing with problems that will show the consistency of the implementor in running its programs. This can be seen as the treatment of PT. PLN (Persero) ULP Padang Panjang in making efforts to continue the implementation of the Same Day Service Program by borrowing materials needed for program implementation to other ULPs and confirming to the parties involved such as vendors the way or postponing the program so that the vendor in charge can convey to customers regarding matters that cause the implementation of the Same Day Service Program cannot be carried out so as to create communication that both between the implementor and the target group. In addition, the disposition shows how the bureaucratic order of the organization proceeds in accordance with the main tasks and functions of each implementing actor.

Bureaucratic Structure

The bureaucratic structure is also one of the determining factors for the success of a policy or program implementation. There are two important things regarding aspects of the bureaucratic structure, namely mechanisms, and organizational structures. The mechanism in question is systematic or procedures in the implementation of the Same Day Service Program which has been stipulated in the Standard Operating Procedure (SOP). regarding the mechanisms and structure of the program implementing organization can be analyzed that the mechanisms that have been set out in the SOP of the Same Day Service Program can be said to be good and structured because the established mechanisms can be implemented properly by the implementor and various aspects that affect the mechanism such as lack of time do not make it an excuse for the implementor to postpone or change the mechanism, Therefore, the implementation process of the Same Day Service Program is still being carried out by PT. PLN (Persero) ULP Padang Panjang.



Factors Hindering the Implementation of the Same Day Service Program

In the implementation of the Same Day Service Program carried out by PT. PLN (Persero) ULP Padang Panjang together with KHS vendors still have several factors that are obstacles to the implementation process of the program, including the :

- a. Lack of socialization to the target group or customers because the Same Day Service Program is only a commitment for PT. PLN (Persero) ULP Padang Panjang in carrying out its duties as the party responsible for electricity in other words, the program is not thoroughly socialized to the community or customers who need services but is used as the basis for providing services to customers.
- b. Limited human resources and financial resources that have an important role in the implementation process of the Same Day Service Program. this will greatly affect the successful implementation of the program, in this study the lack of human resources and the skills possessed by the implementor are not evenly distributed and the lack of financial resources such as insufficient funds to hold training in an effort to improve the skills of the implementor and the lack of stock materials for installation materials or repair of electricity are factors hindering the running of this program.
- c. Standard Operating Procedures (SOPs) do not adjust to field conditions. In the SOP for the implementation of the Same Day Service Program, there is a mechanism that regulates how the system must be implemented. The mechanisms set out in the SOP pay little attention to the inhibiting aspects in the implementation process of the Same Day Service Program. This will affect the success as well as be a factor hindering the running of the Same Day Service program, because to support the success of a program the mechanisms implemented must consider various things so that the program being run can be implemented properly without experiencing obstacles, in this study the mechanism in question is systematic or procedures in the implementation of the Same Day Service Program which has been stipulated in the Standard Operating Procedure (SOP). For the implementation of the program, there are still several factors that hinder the running of the Same Day Service Program.

CONCLUSION

Based on the results of research that has been carried out by researchers regarding the Implementation of the Same Day Service Program in Realizing the Level of Service Quality (TMP) of PT. PLN (Persero) Padang Panjang Customer Service Unit (ULP), the following authors describe several conclusions and suggestions, including:

1. Implementation of the Same Day Service Program at PT. PLN (Persero) ULP Padang Panjang has not run optimally, this is known through research conducted by the author using the theory by George C. Edward III which has four (4) indicators, namely: communication, resources, disposition, and bureaucratic structure. In this study, it was found that constraints on communication, resources and bureaucratic

structures caused the implementation of the Same Day Service Program not to run optimally.

2. In the study, several factors were found to inhibit the implementation of the Same Day Service Program including: 1) Lack of external communication carried out by PT. PLN (Persero) ULP Padang Panjang to the community or customers who will be the group target of the Same Day Service program. 2) Lack of Resources that play a role in the implementation process of the Same Day Service Program, both human resources and financial resources, 3) The mechanisms set out in the SOP do not pay attention to the inhibiting aspects in the implementation process of the Same Day Service Program.

In addition, the author outlines several suggestions that are expected to be input and consideration for related agencies and other readers if they want to conduct research that examines the same phenomenon, including:

1. PT. PLN (Persero) ULP Padang Panjang is expected to be able to develop external communication, namely to the community or customers who will be the target group of the programs to be run and to meet the information needs of the community regarding problems that occur in electricity so that good communication is established between the implementor and the target group PT. PLN (Persero) ULP Padang Panjang.
2. PT. PLN (Persero) ULP Padang Panjang can maximize the implementation of the Same Day Service Program by paying attention to the number of officers involved as implementors of the implementation of the Same Day Service Program, this aims to maximize performance in meeting work demands that require more officers to implement the Same Day Service Program.
3. PT. PLN (Persero) ULP Padang Panjang is expected to pay more attention to the implementation mechanism of the Same Day Service Program which is one of the aspects that hinder the implementation of the program, by evaluating the problems that occur and reorganizing the mechanisms that have been set to match the ability of existing resources.

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