

**STRATEGY TO IMPROVE CUSTOMER AWARENESS AND SATISFACTION
TOWARDS THE USE OF THE PLN MOBILE APPLICATION
AT PT PLN ULP BANJARBARU**



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Abstract

The rapid development of digital technology has encouraged public service companies to adapt by utilizing digital-based applications to improve service quality for customers. PT PLN (Persero), as the national electricity service provider, has introduced the PLN Mobile application as an integrated digital service platform. This study aims to analyze the level of customer awareness and satisfaction regarding the use of the PLN Mobile application at PT PLN (Persero) Unit Layanan Pelanggan (ULP) Banjarbaru. This research employs a qualitative approach using a case study method. Data were collected through observation, in-depth interviews with PLN officers and PLN Mobile users, as well as supporting documentation. Data analysis was conducted descriptively through the stages of data reduction, data presentation, and conclusion drawing. The results indicate that the level of customer awareness of the PLN Mobile application varies among users. Customers who received direct socialization and education from PLN officers demonstrated a better understanding of the application's functions and benefits. Furthermore, the use of the PLN Mobile application has been shown to enhance customer satisfaction, particularly in terms of ease of service access, time efficiency, and convenience in conducting transactions and reporting power outages. However, several minor technical issues were still identified, such as delayed notifications and occasional system disruptions. Overall, the PLN Mobile application plays a positive role in improving customer satisfaction. Therefore, PT PLN ULP Banjarbaru is recommended to continuously enhance its socialization and education strategies and to further develop the application in order to optimize the utilization of digital services by customers.

Keywords: Customer Awareness, Customer Satisfaction, PLN Mobile Application, Digital Services

INTRODUCTION

The development of digital technology has brought significant changes to the business world, particularly in marketing. Digital marketing is considered more effective in reaching consumers widely, quickly, and efficiently (Nurinda & Hadi, 2024). Through digital marketing, companies can utilize various online platforms to reach markets more optimally. This transformation is clearly reflected in the rapid growth of e-commerce platforms, which have become the primary medium for consumer transactions. PT PLN (Persero), as the national electricity service provider, now faces challenges in refining its digital marketing strategies. As explained by Juniar et al. (2025), digital marketing significantly influences consumer purchase decisions in the e-commerce context through social media, email marketing, customer reviews, and influencer marketing.

The PLN Mobile application was specifically designed to help customers access various services provided by PT PLN (Persero). According to Ayu Lestari (2023), PLN Mobile is a mobile-based customer self-service application integrated with the Integrated Complaint and Grievance Application (APKT) and the Centralized Customer Service Application (AP2T). This application represents PLN's service synergy after previously relying on the PLN 123 Contact Center. The official PLN mobile application contains information services and interactive communication between customers and PLN regarding electricity services.

According to Galih Orlando (2022), effectiveness refers to the achievement of predetermined objectives. Annio Indah (2023) defines an application as the implementation of a concept that becomes the main subject of discussion, and it can also be interpreted as a computer program designed to assist humans in performing specific tasks.

As discussed in *Computers in Human Behavior* (Lin et al., 2023), mobile application user loyalty is measured through long-term commitment, including intention to continue using the application, driven by benefits such as digital payment integration; recommendations to others that reflect positive word-of-mouth through reliable features; and resistance to switching to other channels, where an effective PLN Mobile application prevents migration to websites or offline methods. The study found that strong loyalty is achieved through superior user experiences, such as 24/7 access, which build emotional and social relationships, thereby increasing user retention and PLN's operational efficiency.

In *Journal of Retailing and Consumer Services* (Kim et al., 2022), customer satisfaction is defined as a post-purchase evaluation comparing expectations with the actual performance of mobile applications. For the PLN Mobile application, these indicators include feelings of satisfaction or dissatisfaction after use, influenced by transaction reliability such as error-free bill payments; conformity between expectations and reality, where features such as power outage notifications must meet accuracy expectations; and user experience involving intuitive design and response speed. The study shows that high satisfaction increases user trust, reduces frustration, and supports application effectiveness.

However, one of the problems identified at PT PLN ULP is related to the electricity disturbance reporting feature in the PLN Mobile application. Although the application is equipped with an Auto Dispatch feature that automatically forwards reports to the nearest technical officers, users still encounter difficulties in the reporting process.

Through analysis of application features and user data in PLN Mobile, this study aims to evaluate how PLN can integrate customer satisfaction into its marketing strategy and service development. This approach is expected to improve user experience, accelerate disturbance handling, and strengthen PLN's position as a digital-based electricity service provider that is responsive and adaptive to community needs.

Problem Formulation

During the internship, several specific problems were identified, including:

- Lack of customer awareness of the PLN Mobile application, especially in areas with low technology adoption.
- Suboptimal service quality for PLN Mobile consumers.

Based on the problems outlined, the questions to be answered in this research are the strategies implemented by PT PLN (Persero) to increase customer awareness of the PLN Mobile application.

1. What role does PT PLN (Persero) play in increasing customer awareness of the PLN Mobile application?
2. How does PT PLN increase customer satisfaction with PLN Mobile through optimizing service quality?

Research Objectives

I hope that the research I have conducted will provide a tangible contribution to PT PLN (Persero) in optimizing its digital marketing strategy. This research aims to measure the level of service provided by the PLN Mobile application to meet customers' daily electricity needs. The specific objectives of this study are:

1. The strategy implemented by PT PLN (Persero) in marketing the PLN Mobile application to customers includes PLN's efforts to introduce the application, conduct outreach, and encourage customers to use PLN Mobile as their primary means of accessing electricity services.
2. This study aims to identify and analyze the efforts undertaken by PT PLN to increase satisfaction with electricity services.

REVIEW OF LITERATURE

PLN Mobile Application

According to Galih Orlando (2022), effectiveness refers to the achievement of success in accomplishing predetermined objectives. Meanwhile, Annio Indah (2023) defines an application as the use or implementation of a concept that becomes a main subject of discussion. An application can also be interpreted as a computer program designed to assist humans in performing specific tasks.

Brand Awareness

According to Khairunnisah (2025), brand awareness is consumers' ability to recognize and recall the existence of a service or digital application promoted through various digital marketing activities. Consistent digital marketing, including content frequency and online interaction with audiences, plays an important role in creating high exposure to the application, making customers more familiar with and knowledgeable about the service.

Customer Satisfaction

Positive customer experiences are expected to increase satisfaction levels. When digital services are perceived as easy to use, informative, and able to meet user needs, the gap between expectations and actual performance tends to decrease. Therefore, customer satisfaction is considered an evaluative response to experiences generated through the implementation of digital CRM. Digital CRM is expected to influence loyalty not only directly but also indirectly through customer experience and satisfaction. Continuous positive experiences and satisfaction are believed to strengthen emotional bonds and customer trust toward the company (Huang & Rust, 2021).

Service Quality

Service quality is the ability of a company to provide services to customers in accordance with their expectations or even exceed them, thereby generating satisfaction and increasing customer loyalty. According to Woen and Santoso (2021), service quality is defined as consumers' cognitive evaluation of the service process they receive, where high-quality service leads to higher levels of satisfaction and increases the likelihood of repeat purchases

RESEARCH METHOD

Unit of Analysis

The unit of analysis in this study is the use of the PLN Mobile application at PT PLN ULP Banjarbaru. These users were chosen as the unit of analysis because they are the parties who directly interact with and utilize the features provided by the application. They are the primary source of relevant information for measuring the effectiveness of this digital service. The application user demographics analyzed include age, gender, occupation, and location. This user data was collected through interviews to understand user segmentation and potential differences in customer satisfaction (Arfan, 2025).

Data Sources and Data Collection Techniques

The data used in this study consists of primary and secondary data. Primary data was obtained directly from PLN Mobile application users through interviews and surveys. Meanwhile, secondary data is supporting data obtained from various scientific sources, particularly data related to PLN Mobile application users. The data collection techniques used in this study were:

- In-depth interviews, used to gain deeper insights, especially regarding PLN Mobile user satisfaction.
- An online survey, conducted through online reviews such as Google Maps and PLN Mobile app ratings, to measure satisfaction with the app.
- Documentation, including photos from interviews and company reports.

Data Analysis Techniques

The data processing technique used in this study was qualitative data analysis with a descriptive approach. This method was chosen based on the research objective, which focuses on an in-depth understanding of the phenomenon of PLN Mobile app usage, particularly as it relates to customer awareness and satisfaction. The analysis was based on direct experiences gained from app users and service personnel at PT PLN ULP Banjarbaru. Qualitative data processing was carried out by examining data from interviews, observations,

and documents, which were then systematically interpreted to produce a clear and comprehensive picture of the research issue.

1. Data Reduction

Data reduction is the process of selecting and simplifying information obtained through interviews, observations, and records. In this phase, the researcher sorted relevant data according to the research focus, namely customer awareness, effectiveness of PLN Mobile app usage, and customer satisfaction.

2. Data Presentation

Information presentation. The compiled information is then presented in the form of descriptive narratives and tables of interview results with informants (N1–N5). This information presentation is intended to assist researchers in identifying patterns and relationships between customer awareness levels and their satisfaction with the use of the PLN Mobile application, allowing for more focused analysis.

3. Conclusion Drawing and Verification

In this phase, researchers analyze the results of the interviews and observations, connect them with theory and previous studies, and draw conclusions about the level of awareness and customer satisfaction at PT PLN ULP Banjarbaru. The conclusions drawn are then cross-checked with available data to ensure that the research results align with the situation on the ground.

Data Validation

Data validity testing is conducted to ensure that the information collected in this study is accurate, reliable, and aligned with the situation on the ground. In this qualitative research, data validity testing was carried out using source triangulation, method triangulation, and re-verification of interview data.

RESULT AND DISCUSSION

Analysis of PLN Mobile's marketing strategy to increase consumer awareness

Brand awareness is a key element of brand equity, describing the extent to which consumers recognize and recall a brand in various situations. According to David Aaker (2022), brand awareness reflects consumers' ability to identify a brand as belonging to a specific product category, which then influences consumer perceptions, attitudes, and purchasing decisions. Brand awareness serves as a foundation in the consumer decision-making process. Brands with high awareness tend to be more easily selected because they are perceived as more familiar, trustworthy, and have greater credibility than lesser-known brands. The following are strategies implemented by PLN to increase awareness of the PLN Mobile application:

a. PT PLN ULP Banjarbaru Service Promotion Planning

This series of activities is carried out by PT PLN ULP Banjarbaru as a way to set digital marketing targets, which are implemented through various stages. This digital marketing plan is very beneficial for the company in reaching the target market determined by the digital marketing team.

- Target Market Identification

According to research by Putra and Sari (2022), identifying a target market is a crucial step in a digital marketing strategy because it helps companies understand the

characteristics and needs of different customers, allowing them to tailor a more personalized and effective marketing approach. PT PLN ULP Banjarbaru selects specific customer groups to focus on for its electricity service promotions. Each customer group has different needs and characteristics. By understanding who most requires reliable electricity services and the latest energy solutions, the company can target promotions to these groups more effectively. PT PLN ULP Banjarbaru divides its target market into three main groups: prepaid customers, postpaid customers, and business and industrial service customers. Prepaid customers purchase electricity tokens before using the service, allowing them to control their electricity supply according to their needs. Postpaid customers pay their electricity bills after using electricity for a specified period, usually monthly. This often includes households, offices, and small businesses. The third group is business and industrial service customers, consisting of companies and factories that require large amounts of electricity with specific needs. Therefore, they usually receive specialized services to meet stable and sustainable electricity needs.

- Market Segmentation

According to Susanti and Hidayat (2023), market segmentation makes it easier for companies to identify market opportunities and allocate marketing resources effectively, thereby increasing customer satisfaction and strengthening their competitive position. PT PLN ULP Banjarbaru uses market segmentation to identify various types of customers, including households, small and medium enterprises, industries, and government institutions. This grouping helps businesses tailor products and services and design promotions to meet the needs of each market segment.

b. Implementation of Digital and Conventional Promotions

PT. PLN ULP Banjarbaru conducts digital promotions for the PLN Mobile application using various platforms and integrated digital communication strategies to reach all customer segments. This digital promotion utilizes various digital media, including social media and direct communication with customers.

PT PLN ULP Banjarbaru uses social media platforms such as Instagram, Facebook, and WhatsApp as the primary channels for disseminating information and instructions regarding the PLN Mobile application. PT PLN ULP Banjarbaru employs a combination of digital and traditional strategies to effectively reach all customer segments. This promotion is carried out through various digital media, such as social media and direct communication with customers, and is supported by traditional strategies such as distributing brochures and physical promotional materials.

- Social Media

Social media is one of the main digital promotional tools for reaching a wider and faster audience. Platforms such as Instagram, Facebook, and WhatsApp Business are used by PLN to communicate with customers in a two-way manner. PLN frequently disseminates information about scheduled power outages, electricity safety education, power-up promotions and discounts, and information about customer service and complaints through social media.

- Print Media and Promotional Posters

PLN Mobile's promotional poster aims to provide digital services for managing electricity. This poster, whose design clearly follows PLN's corporate colors of blue

and yellow, depicts a person using a smartphone to conduct electricity transactions. The poster is supported by a clear message, "Pay for Electricity Without Queuing, Anytime, Anywhere."

- **Direct Service at the ULP Office**

Direct service at the Banjarbaru ULP Office is a traditional promotional method that remains highly useful, especially for consumers who require direct and detailed explanations. Through direct interaction between service officers and customers, PLN can convey various information about electricity promotion programs, such as offers for power upgrades, new installations, and the company's latest policies. Furthermore, officers explain the procedures for electricity services so customers clearly understand the service process. In addition to serving as a form of promotion, this service also serves as an educational tool, providing customers with knowledge about the safe, efficient, and compliant use of electricity.

PLN's Efforts to Increase Satisfaction by Improving Service Quality

Customer satisfaction levels were analyzed to understand the extent to which the PLN Mobile application meets customer expectations, needs, and preferences in enjoying electricity services. Customer satisfaction in this study is defined as the subjective assessment of users after using the digital services provided by PT PLN (Persero) through the PLN Mobile application.

- a. **Improving the Quality of Digital Services**

Interviews with five respondents (N1–N5) indicate that the digital services provided through PLN Mobile significantly contribute to customer satisfaction at PT PLN ULP Banjarbaru. Respondents stated that this application can replace the need for conventional services that require in-person visits to PLN counters or offices. Respondent N1 stated that using PLN Mobile is very helpful in reporting outages and quickly accessing electricity information without having to visit the service office. Respondent N2 assessed that this digital service saves time and greatly assists her daily activities as a housewife. Respondents N3 and N4 added that the app makes various electricity-related needs accessible via mobile phone in a practical and efficient manner, thus not disrupting busy activities. Respondent N5 also stated that the ease of use of the app adds to the sense of comfort in managing electricity needs.

This finding aligns with research by Hadita, M., Nugraha, A., & Prasetyo, R. (2025), which shows that the quality of e-government services significantly influences the level of satisfaction of public service application users. Easy access, a responsive system, and clear and accurate information can increase user satisfaction with public digital services (Jurnal Algoritma, 2025).

- b. **Developing Configurations in PLN Mobile Application Features**

Based on findings from interviews conducted with five respondents (N1–N5), customer satisfaction is also reflected in the utilization of the main features available on PLN Mobile. The features most frequently used by respondents include checking electricity bills, purchasing electricity tokens, electricity usage history, outage reports, and outage information. Respondent N1 stated that the usage history and outage report features are very helpful in monitoring electricity conditions and simplifying the reporting process in the event of an outage. Respondents N2 and N3 stated that the bill payment and token purchase features were smooth and very helpful in meeting monthly electricity bill

obligations without having to leave the house. Meanwhile, respondent N4 assessed that the features available in the PLN Mobile application were comprehensive, easy to understand, and supported a fast and efficient transaction process. Respondent N5 also added that these features made managing electricity needs more practical and convenient. Overall, the interview results indicated that the PLN Mobile application features were able to meet customer needs and contribute to increasing customer satisfaction at PLN ULP Banjarbaru.

These findings align with research by Pratiwi and Hidayat (2024), which stated that feature completeness, ease of use, and system reliability in digital-based public service applications have a positive and significant impact on user satisfaction. Furthermore, according to Wahyuni and Ramadhan (2023), application features that can quickly and accurately support users' primary needs will increase perceived usefulness and drive sustainable customer satisfaction. Thus, the features available in the PLN Mobile application serve not only as a transaction tool but also as a crucial factor in building customer satisfaction with PLN's digital services.

c. Improving Service Response Quality

Digital service response is a crucial aspect contributing to customer satisfaction when using PLN Mobile. Based on interviews with five respondents (N1–N5), the application's outage reporting system and notification mechanism were generally considered helpful in resolving service issues. Respondent N1 stated that issues such as application errors or failed transactions did not reduce overall satisfaction because PLN customer service responded quickly and provided solutions. Respondent N2 explained that when issues arose, they could usually be resolved by re-logging in or waiting a short time, which was acceptable. Respondent N3 shared his own experience of encountering outages during peak hours, but he considered the staff's response to be prompt and the problem was resolved effectively. Respondent N4 added that technical issues were rare and could usually be resolved quickly through the app's services. Meanwhile, respondent N5 stated that although issues were rare, when they did arise, customer service provided adequate solutions, ensuring customers felt comfortable continuing to use the application.

According to Febriyanti and Syamsir (2025), responsiveness in digital services significantly impacts customer satisfaction, as the speed and accuracy of staff responses minimizes the negative impact of system disruptions or service failures. The study confirmed that customers tend to remain satisfied as long as their complaints receive a quick, clear, and resolvable response, even if the application experiences technical issues.

Relationship between Application Awareness and PLN Mobile Customer Satisfaction

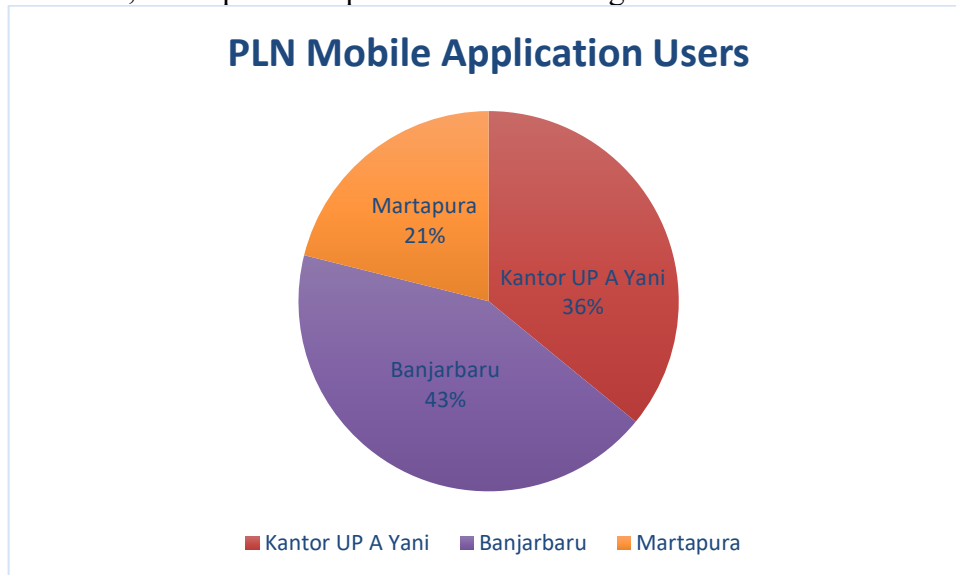
Based on interviews with informants N1, N2, N3, N4, and N5, the PLN Mobile application has a strong relationship with customer satisfaction. The PLN Mobile application is considered effective because it is easy to use, practical, and saves customers time in managing electricity needs, such as paying bills, purchasing tokens, and reporting outages. Customers feel more comfortable because they no longer need to visit a PLN office or other payment location. Although technical issues such as slow loading times or delayed notifications still occur, these do not significantly reduce customer satisfaction because the service remains helpful and staff respond quickly. Thus, the more effective the PLN Mobile application is in providing convenience and efficiency of service, the higher the level of

customer satisfaction with digital services provided by PT PLN (Persero), particularly at the Banjarbaru ULP.

According to Luthfiani, Yuhefizar, and Sudiman (2024), the effectiveness of digital service applications, as demonstrated by ease of use, system reliability, and service time efficiency, has a positive and significant influence on customer satisfaction. The study explains that although users may still experience minor technical disruptions, such as system delays or application errors, these do not directly reduce customer satisfaction as long as the application's primary benefits are still felt and support services are able to provide an adequate response. Therefore, the perception of application effectiveness is a dominant factor in shaping customer satisfaction with digital services.

Analysis of the Impact of PLN Mobile Use on Customer Satisfaction at PT PLN ULP Banjarbaru

The use of the PLN Mobile application has resulted in positive results for customer satisfaction at PT PLN (Persero) ULP Banjarbaru. Customers experience clear benefits in the form of ease, efficiency, and convenience in managing their electricity needs. Informants stated that this application makes them feel more at ease because they can monitor bills, make payments on time, and report disruptions without having to come to the PLN office.



PLN Mobile APP User Report

The increasing number of PLN Mobile app users has had a positive impact on customer satisfaction levels. Customers find it easier to access electricity services, such as bill payments, token purchases, electricity usage monitoring, and outage reporting, without having to visit a PLN office. This improves time efficiency and customer convenience in managing their daily electricity needs.

CONCLUSION

Based on the research results, below are several conclusions drawn from field observations, interviews, and qualitative data analysis regarding customer awareness and

satisfaction with the use of the PLN Mobile application at PT PLN (Persero) ULP Banjarbaru:

1. Customer awareness of the PLN Mobile application varies.
Most customers are familiar with the application's existence and functions, especially those who receive information directly from PLN officers or through digital media. However, some customers only use the application in specific situations and do not yet understand all of its available features, resulting in inadequate use.
2. The outreach and education activities conducted by PT PLN ULP Banjarbaru have proven to be instrumental in increasing customer awareness.
Customers who receive explanations and guidance directly from PLN officers tend to have a better understanding of the benefits and how to use the PLN Mobile application. This indicates that the officers' active role in providing digital education significantly contributes to encouraging customer adoption.
3. The use of the PLN Mobile application has a positive impact on customer satisfaction levels.
Interview results indicate that most customers are satisfied with the ease of accessing services, the time efficiency, and the convenience it offers. This application is considered to reduce customer dependence on conventional services that require them to visit a PLN office in person.
4. Customers' level of knowledge about the functions and benefits of the PLN Mobile application is positively correlated with their level of satisfaction with its use. The more they understand the functions and benefits of the PLN Mobile application, the more satisfied they are. Good awareness encourages customers to use the application more actively and sustainably, which positively impacts their experience with PT PLN (Persero)'s digital services, particularly at PT PLN ULP Banjarbaru.

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