EXPLORING THE FACTOR OF SERVICE QUALITY
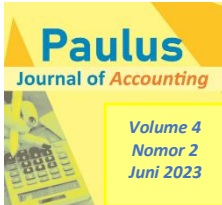## (CASE STUDY AT PT. PLN SOUTH MAKASSAR)

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Abstrak: Penelitian ini bertujuan untuk melakukan ekplorasi terhadap faktor - faktor pembentuk kualitas pelayanan. Penelitian ini dilakukan dengan menggabungkan beberapa dimensi kualitas pelayanan yang telah ada dan mencari gap atas konstruk dimensi pengukuran tersebut yang disesuaikan dengan kondisi pada objek penelitian. Sampel pada penelitian ini adalah pelanggan PLN pada area UP3 South Makassar. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan alat analisis *confirmatory factor analysis 1st order*. Hasil penelitian menunjukkan bahwa 5 dimensi yang digunakan dalam penelitian ini (*tangibility, reliability, responsiveness, assurance, empathy, and technology*) terbukti dapat dijadikan sebagai faktor pengukuran service quality.

Abstract: This study aims to explore the factors that shape service quality. This research was conducted by combining several existing dimensions of service quality and looking for gaps in the constructs of these measurement dimensions which were adjusted to the conditions in the object of research. The sample in this study were PLN customers in the UP3 South Makassar area. This research is quantitative research using confirmatory factor analysis 1st order. The results showed that the 5 dimensions used in this study (tangibility, reliability, responsiveness, assurance, empathy, and technology) proved to be able to be used as service quality measurement factors.
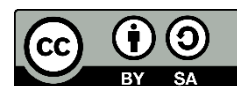
INTRODUCTION

Customer service is a fundamental aspect of company activities (especially service companies). Service quality can be used as a measure of the seriousness of the company in carrying out its responsibilities to meet the needs of its consumers(Hamali, 2013; Laub, 1999; Rahmawati & Pratiwi, 2021). Especially in service companies, service quality is a must for the company to remain successful, both at the operational and strategic levels. Furthermore, service is the foundation for creating customer satisfaction. The challenge that occurs at this time is, how to make the company able to maintain its existence in the face of customer desires and complaints. Where in modern

marketing, not only creates transactions to achieve marketing goals, but companies must also establish relationships with customers for a long time(Fotis, 2015).

PT PLN (Persero) as a company engaged in the distribution/sale of electrical energy at this time is not enough to rely on increasing sales volume but must be oriented towards long-term satisfaction. One of the things that must be considered in achieving these goals is developing the right strategy to improve service quality. This is important to discuss because, in the future, it is possible that PLN will face pressure from the buyer's perception of the value obtained as a result of the transaction (not only material but also non-material). The value received by the customer is not only material but also non-material.

Additionally, PT PLN is a State-Owned Enterprise (SOE), the company falls into the category of a monopoly market or dominates the market share. Thus, whether they want it or not, people will use the services of this company to meet their needs in the field of electrical energy for the continuity of daily activities. However, the problem that arises is whether PT PLN has maximized its efforts in maintaining customer satisfaction? of course this needs to be studied more deeply.

Based on the theory, good service can increase customer satisfaction. This is supported by several previous studies which reveal that the better the level of service quality, the more satisfied customers will be (Berraies et al., 2020; Hamali, 2016; Suhartanto et al., 2020). However, there are also several studies that prove that service quality is not the only factor shaping customer satisfaction. This is because each company has different characteristics from another

Thus, this research will be conducted at PT PLN (Persero) South Makassar. This study will analyze and reconstruct the factors that form service quality. This is carried out as an effort to complement the previous research gap. The author assumes that there are several deficiencies in the constructs that exist in the current service quality measurement. Where there are still studies that state that service quality doesn't have a significant effect on customer satisfaction. The reconstruction carried out by researchers is to add a new dimension, namely technology as a form of novelty in the concept of service quality.

LITERATURE REVIEW

Service research has evolved rapidly over the last few decades. In the 1970s, service management as a discipline was not a major focus among academics and scholars. Yet by the 1990s, it was a fast-growing for a detailed discussion of the early evolution of the service field. The rapid growth of the service sector in most developed economies, the deregulation of major service industries and consequent heightened competition, as well as the recognition among industry leaders that managing services required different frameworks from managing products, contributed, among other factors, to this new focus. Quality of service is the completeness of the features of a product or service that has the ability to provide satisfaction with a need (Kotler & Keller, 2012).

Grönroos (1984) identifies two service quality components, namely, technical quality and functional quality. Technical quality relates to the end result of the process of offering a service. While functional quality relates to the interaction between the client and the service provider company, during the service delivery process. While Parasuraman, Zeithaml, & Berry (1985) reveal that evaluating service quality can be done using the SERVQUAL scale which consists of 5 dimensions (tangible, reliability, responsiveness, assurance, and empathy). Afandi (2018:43) stated that in improving service quality, it is necessary to pay attention to the following dimensions of service quality: standardized service procedures, resolution time, cost of service, service product, facilities and infrastructure, and competence of service delivery officers.

RESEARCH METHODOLOGY

The population in this study is customers within the work unit of PT PLN (Persero) UP3 South Makassar as many as 68,781 customers. The calculation of the number of samples in this study

used the slovin method with the results of 400 people. Furthermore, the analysis tool used is confirmatory factor analysis using AMOS. Here are the models in this study:

Figure 1 Research Model
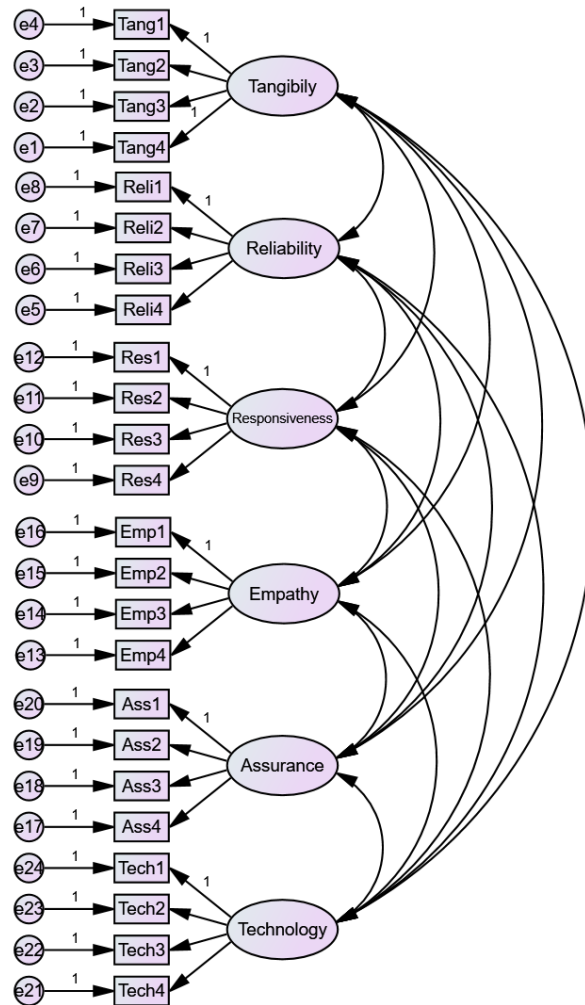
Source: Authors (2023)

RESULT AND DISCUSSION
Result

The following is the result of calculating the average score of each measurement indicator of each service quality dimension:

Table 1 Average Scores of Measures

Tangibelity		
Neatness of employee uniforms	5,91	Excellence
Physical appearance of the building	5,25	Excellence
Parking availability	5,14	Excellence
Easily accessible location	5,34	Excellence
Realibility		

Timeliness of service	5,38	Excellence
Service professionalism	5,24	Excellence
Thoroughness in providing services	5,38	Excellence
Accuracy of service procedures	5,69	Excellence
Responsiviness		
Employees helping customers	5,61	Excellence
Changing services according to customer needs	5,47	Excellence
Handling customer needs and complaints	5,13	Excellence
Fast service when customers need it	5,23	Excellence
Emphaty		
Employee communication skills	6,12	Excellence
Personal closeness with customers	5,48	Excellence
serve regardless of social status	5,95	Excellence
Employees can be contacted outside operating hours	5,17	Excellence
Assurance		
Accuracy of information submitted	5,81	Excellence
Promise fulfillment	5,34	Excellence
Customer Data Protection	5,12	Excellence
Transaction Security	5,77	Excellence
Technology		
Using technology in servers	4,44	Good
Availability of Technology that Facilitates Self Service	5,71	Excellence
Have a technology-based complaint system	4,12	Good
Have easily accessible social media	4,73	Good

Based on table 1, it can be seen that the majority of measurement indicators of each dimension are categorized as very good. This indicates that PT PLN UP3 South Makassar has met service quality standards that are above average. However, it can be seen that the technology dimension still has a role that is not high enough compared to other dimensions to improve the quality of service at PT PLN UP3 South Makassar.

Based on the results of the Confirmatory Factor Analysis 1st Order test using Amos, the following are the results of a summary of the output of data processing in this study:

Table 2 Result of Confirmatory Factor Analysis

Latent Variable	Indicators	Path Estimate	Construct Reliability	Average Variance Extracted
Tangibility	Tang1	0,638***	0,982	0,933
	Tang2	0,835***		
	Tang3	0,859***		
	Tang4	0,802***		
Reliability	Relil1	0,753***	0,979	0,922
	Reli2	0,71***		
	Reli3	0,769***		
	Reli4	0,744***		
Responsiveness	Res1	0,794***	0,982	0,932
	Res2	0,785***		
	Res3	0,818***		

Latent Variable	Indicators	Path Estimate	Construct Reliability	Average Variance Extracted
	Res4	0,537***		
Empathy	Emp1	0,629***	0,979	0,923
	Emp2	0,622***		
	Emp3	0,844***		
	Emp4	0,807***		
Assurance	Ass1	0,73***	0,986	0,947
	Ass2	0,845***		
	Ass3	0,83***		
	Ass4	0,795***		
Technology	Tech1	0,815***	0,988	0,952
	Tech2	0,84***		
	Tech3	0,812***		
	Tech4	0,798***		

Source: Data Processing (2023)

Based on the results of the CFA test, it can be seen in Table 2 that each measurement indicator on each factor is categorized as valid which can be seen in the path estimate > 0.05 with a significance of < 0.05. Furthermore, the value of construct reliability and average extracted in each factor shows a value of > 0.06 which indicates that the five service quality factors are categorized as reliable and feasible to use.

To ensure the strength test of the model, researchers conducted a Goodness of Fit (GoF) test. The following is a summary of the results of the GoF test in this study:

Table 3 Result of Goodness of Fit

Indeks Pengukuran	Nilai	*cut of value*	Kesimpulan
CMIN/Df	1,613	< 0,20	Good Fit
RMSEA	0,084	< 0,08	Marginal Fit
GFI	0,878	> 0,90	Marginal Fit
AGFI	0,913	> 0,90	Good Fit
CFI	0,969	> 0,90	Good Fit
TLI	0,948	> 0,90	Good Fit

Source: Data Processing (2023)

From Table 3 above obtained the results that based on the feasibility testing of the model shows the values of CMIN/Df, AGFI, CFI and TLI with conclusions can be said to be Good fit, while RMSEA and GFI values with marginal fit (acceptable) conclusions or have met GOF criteria or meet the specified cut-of-value requirements (Wijanto, 2008), so it can be concluded that the constructs used in this study already reflect endogenous latent variables (store atmosphere) as well as exogenous latent variables (hedonic value and impulsive buying) that are analyzed along with each indicator.

Discussion

Customers are assets that play an important role in determining the success of the company. Given that customers are able to reflect the company's growth potential in the future, efforts to create and retain customers are a top priority for the company. Customer service is an important element in efforts to increase customer satisfaction, therefore a company must provide excellent service to customers. In meeting customer needs which is an important goal for PT. PLS UP3 South Makassar.

Tangible is a term that refers to something that can be seen, touched, felt, or judged through the human senses. Tangible is also defined as something tangible or concrete. A tangible is a physical property that can be touched, such as a physical object such as physical appearance, equipment, personnel, and communication materials. The presence of tangible, which provides convenience in the service process, and displays in serving customers. The function of tangible, which is to provide comfort, and provide easy access for customers and consumers. Although as a market share holder in the field of electrical energy distribution, PT. PLN needs to keep paying attention to tangible aspects considering that the marketing of PLN products basically still uses many customer touch systems. Thus to provide transaction comfort to its customers, it is necessary to pay attention to the physical form of the building, equipment used, attributes used, and quality of materials used. Tangible as one of the dimensions of service quality has been used several previous studies as Yunus Alaan (2016), Berraies et al., (2020), Nguyen & Malik (2022), Dewi (2020), and many more.

Reliability refers to a company's efforts to provide appropriate service to its customers. Because the problems that customers have vary, you must be able to serve exactly what customers need. This element also refers to your availability to serve customers whenever needed. The creation of reliability in service can reflect the company's credibility. This makes customers satisfied so that it provides more value for customers (Agrawal & Mittal, 2019; Ghamry & Shamma, 2022; Rasyid et al., 2020; Wulan, 2011). PT. PLN UP3 South Makassar is advised to pay attention to the professionalism of its employees. where this indicator is the indicator with the lowest value so that the fact is obtained that consumers feel that services at PT PLN UP3 South Makassar still need to improve work professionalism by providing services in accordance with applicable operational standards and codes of ethics.

Responsiveness is the provision of timely responses to customers. This dimension has been used by several previous studies that discuss service quality topics such as those conducted by Fida et al., (2020) dan Zhang et al., (2021). The level of responsiveness can include the amount of curiosity about the customer's level of difficulty, the ability to help customers related to their problems, responsiveness to customer complaints and complaints, and others. Responsiveness also means a willingness to help customers by providing good and fast service (Rashid et al., 2020). It is recommended to PT PLS UP3 South Makassar to pay attention to handling complaints. This is because this indicator is the indicator with the lowest score. Furthermore, the facts in the field show that there is still a lack of customer complaint facilities that are easily accessible physically such as the lack of availability of consumer complaint boxes.

Assurance, or guarantee and certainty, namely the knowledge, politeness, and ability of company employees to foster customer trust in the company. Consists of several components including communication, credibility, security, competence and courtesy. This dimension has been used by several previous studies that discuss service quality topics such as those conducted by Fida et al., (2020) dan Paramananda & Satria Pramudana (2015). The thing that must be considered by PT PLN UP3 South Makassar is related to customer data protection. Where this indicator is the indicator with the lowest score. This indicates that customer data is sensitive and it is the responsibility of the company in order to ensure that there is no leakage of customer data. So it is advisable to increase the security of the company's data base with a dual security system.

Empathy, which is to provide sincere and individualized or personal attention given to customers by trying to understand customer desires. For example, the company must know the specific wishes of

customers from the physical form of the product or service to the distribution. This dimension has been used by several previous studies that discuss service quality topics such as those conducted by Fida et al., (2020), Paramananda & Satria Pramudana (2015), dan Miremadi & Ghanadiof, (2021). PT PLN UP3 Makassar Must be considered their capability of employees to be contacted outside operating hours. This is in accordance with the tagline time is money. This assumption means that customer time is valuable so that companies are advised to calculate the minimum and maximum service time in order to streamline service time.

Technology is the application of behavioral and natural sciences as well as other knowledge in a systematic and systematic manner to solve human problems. Technology is a whole method that rationally leads and is characterized by efficiency in every human activity. The adoption of technology in PT PLN UP3 Makassar services can make services efficient and effective. The adoption of technology in PT PLN UP3 Makassar services can make services efficient and effective. What should be considered by PT PLN UP3 Makassar is the indicator of Technology-based service complaint system. This is because this indicator is the indicator with the lowest value so it needs to be improved by providing a complaint system with the help of technology that is easily accessible to customers.

CONCLUSION

Based on the results of the description above, it can be concluded that the findings in this study are that there are 6 dimensions in shaping service quality. These six dimensions consist of tangibility, reliability, responsiveness, assurance, empathy, and technology. The novelty in this study found that technology is an aspect that must be considered for PT PLN UP3 Makassar to improve the quality of its services. This is because in the 4.0 era, companies are required to adapt to changes and updates in increasingly sophisticated technology in order to maintain their existence. The strength of this research is that it confirms each dimension that has been constructed in detail and thoroughly to minimize excessive justification of research findings.

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