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Enhancing Customer Satisfaction: The Impact of Experience and Value in PLN Mobile App

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Abstract

This study aims to analyze the effect of customer experience (X1) and customer value (X2) on customer satisfaction (Y) at PT PLN ULP Kosambi. This research uses a quantitative method with multiple linear regression analysis to examine the relationships between variables. Data were collected through questionnaires distributed to 95 respondents, who are customers of PT PLN ULP Kosambi. The results indicate that customer experience (X1) and customer value (X2) have a significant effect on customer satisfaction (Y). The coefficient of determination (R^2) shows a contribution of 66.1% from customer experience and customer value on customer satisfaction. The F-test shows that both customer experience and customer value significantly affect customer satisfaction together. Based on the t-test results, both independent variables also have a positive and significant effect on customer satisfaction individually. The implications of this study highlight the importance of improving customer experience and perceived value to achieve optimal customer satisfaction.

Keywords: Customer Experience, Customer Value, Customer Satisfaction, Multiple Linear Regression, PT PLN ULP Kosambi

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INTRODUCTION

Article 33, Paragraph (2) of the 1945 Constitution of Indonesia states that sectors of production essential to the lives of many people must be controlled by the state. In this context, electricity has become a vital element for modern society, both for households and the industrial sector (Saputra et al., 2023). As the main electricity provider in Indonesia, PT PLN (Persero) is responsible for ensuring the availability and reliability of electricity across the country, from urban to rural areas. PLN's success in fulfilling this responsibility greatly depends on the quality of service provided to its customers (Putra & Barusman, 2024).

With technological advancements and growing public expectations for public services, PLN must continually innovate to offer faster, more transparent, and more responsive services that meet customer needs (Taufik Harijanto et al., 2023). Customers' experiences with PLN's services significantly affect their satisfaction, which ultimately contributes to the company's image and customer loyalty. Subpar services can diminish public trust and create a gap between customer expectations and service reality (Rahayu et al., 2024).

Before the digital era, PLN's customer service was conventional. To report disruptions or complaints, customers had to visit the nearest PLN office. This manual process often became a challenge, especially for those living in remote areas or with limited mobility (Chauhan et al., 2022). Additionally, limited office hours and long queues made the complaint process inefficient. As a result, some customers sought alternative solutions, including illegal installers, which posed additional risks (Lesmana & Balqiah, 2023).

To address these limitations, PLN launched the 123 Call Center in 2014, operating 24 hours a day. Customers could call the center to report service disruptions or obtain information about electricity services. However, this service faced challenges such as long waiting times, limited agent capacity, and suboptimal communication quality. Customers often felt frustrated by prolonged wait times and inadequate information (Kusuma & Rahim, 2021).

Realizing the importance of digital transformation, PLN began developing a mobile-based application in 2016 to improve customer interaction. The development of PLN Mobile continued through 2021, aligning with the company's transformation vision to enhance the customer experience (Salsabila et al., 2024). The app offers various features,

such as reporting disruptions, real-time monitoring of complaint statuses, managing electricity bills, and accessing service-related information (Mosteanu & Faccia, 2020).

Recent data shows that PLN Mobile dominates customer communication channels, accounting for 77.41% of total complaints. Meanwhile, the 123 Call Center accounts for only 15%, followed by the live chat feature in the app (5.09%), and social media platforms such as Instagram (0.8%), Facebook (0.7%), and Twitter (0.32%). This indicates a shift in customer preferences toward more accessible digital services (Redaputri & Rini, 2022).

Although it offers many conveniences, PLN Mobile still faces several challenges. Some customers have complained about the app's less user-friendly interface, unstable internet connections in certain areas, and technical issues such as incorrect billing information and disruptions in the complaint process. These obstacles can reduce customer satisfaction and affect their trust in PLN's services (Chauhan et al., 2022).

Therefore, it is crucial to evaluate customer experiences using PLN Mobile and identify areas for improvement (Darmawan & Bagia, 2022). A well-designed, responsive, and user-friendly app will enhance customer satisfaction and strengthen the relationship between the company and its customers. Moreover, data generated from customer interactions through the app can be used by PLN to analyze trends, assess service performance, and identify areas requiring improvement.

Through digital service optimization, PLN can reinforce its position as a public service provider that adapts to technological advancements and modern societal needs. An in-depth evaluation of customer experiences will be key to ensuring that the PLN Mobile application meets customer expectations and positively impacts customer satisfaction and loyalty.

The objective of this study is to evaluate customer experiences with the PLN Mobile application, particularly in terms of satisfaction, ease of use, and service effectiveness. This study also aims to identify factors influencing customer satisfaction and provide recommendations for PLN to optimize its digital services, making them more responsive and aligned with modern customer needs.

METHODS

This study employs a quantitative research method with a descriptive approach to evaluate customer experiences and perceived value in relation to satisfaction with the use of the PLN Mobile application at PT PLN ULP Kosambi. The quantitative method was chosen because it is systematic, measurable, and based on empirical data that can be statistically analyzed (Andriani et al., 2023). The descriptive approach aims to provide a comprehensive overview of the current situation based on data collected from respondents. In this study, the variables analyzed include customer experiences, customer value, and customer satisfaction (Aprila et al., 2023). The research process follows structured steps, starting from data collection and processing to analysis, in order to identify relationships and influences between variables. As stated by Sugiyono (Sugiyono, 2024), scientific methods must be rational, empirical, and systematic, ensuring that each stage of the research can be scientifically justified.

This study will be conducted over a period of 8 months, from June 2024 to January 2025, at PT PLN Persero UP3 Karawang ULP Kosambi. The population in this study consists of 2,134 customers who use the PLN Mobile application. The sample size is determined using the Slovin formula, which results in a sample of 95 respondents. The sampling technique used is simple random sampling, where every element in the population has an equal chance of being selected as a subject of the study. Primary data will be collected through questionnaires designed based on indicators of customer experience, customer value, and customer satisfaction. The research instruments will first be tested for validity and reliability to ensure that the data collected is accurate and reliable. The collected data will be analyzed using descriptive and inferential statistical analysis techniques to gain a deeper understanding of the factors influencing customer satisfaction.

RESULTS

Validity and Reliability Testing

In this study, all variables have undergone validity and reliability testing to ensure that the instruments used are appropriate for the research. The results of these tests indicate that all the variables employed in this study are both valid and reliable, confirming their suitability for further use. With this validation, the research can proceed to other statistical tests to determine the relationships and influences among the variables.

Normality Test

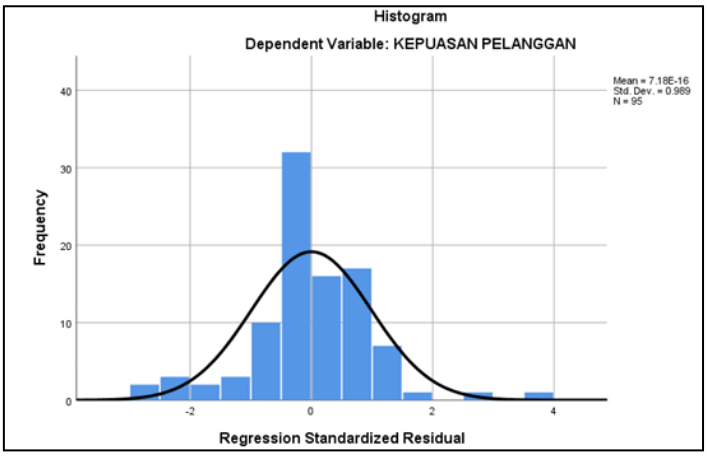


Figure 1: Normality Test Results

Sources: Data Processed, 2025

Based on Figure 1, the histogram shows that the data in this study follow a normal distribution, appearing bell-shaped with a single peak and symmetry around the mean. The histogram pattern also indicates a slight rightward skew, suggesting that the data are normally distributed. Therefore, further testing can be conducted.

Multicollinearity Test

Table 1. Multicollinearity Test

Model		Unstand. B	Coeff. Std.Error	Stand Coeff Beta	t	Sig.	Coll Tolerance	VIF
1	(Constant)	6.246	2.597		2.405	.018		
	Customer Experience	.079	.061	.166	1.300	.197	.227	4.414
	Customer Value	.372	.071	.664	5.205	.000	.227	4.414
a. Dependent Variable: Customer Satisfaction								

Sources: Data Processed, 2025

In this study, the multicollinearity test was performed using the VIF (Variance Inflation Factor) test in SPSS 25.0. The standard for this test is that the independent variables should not exhibit multicollinearity. If the VIF value is less than 10 and the tolerance value is below 1, it indicates that the variables are free from multicollinearity,

allowing for the application of multiple linear regression analysis. Based on the results, the VIF for the customer experience variable (X1) is 4.414, and the tolerance value is 0.227. Similarly, the customer value variable (X2) also has a VIF of 4.414 and a tolerance of 0.227. Since both variables meet the criteria (VIF < 10 and tolerance < 1), it confirms the absence of multicollinearity between the independent variables. As a result, the analysis can proceed with multiple linear regression testing.

Heteroscedasticity Test

Table 2. Heteroscedasticity Test

Model		Unstand. B	Coeff. Std.Error	Stand Coeff Beta	t	Sig.
1	(Constant)	-1.293	1.797		-.719	.474
	Customer Experience	.049	.042	.250	1.161	.249
	Customer Value	-.021	.049	-.091	-.422	.674
a. Dependent Variable: Abs_RES						

Sources: Data Processed, 2025

Based on the calculations, the significance value for the customer experience variable (X1) with Absolute Residual (ABS_RES) is 0.249, and for the customer value variable (X2), it is 0.674. Since both significance values for the variables (X1 and X2) are greater than 0.05, this indicates the absence of heteroscedasticity issues. As a result, the data meets the assumptions for performing multiple linear regression analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to create an equation that describes the relationship between the customer experience variable (X1), the customer value variable (X2), and customer satisfaction (Y). This analysis also allows us to examine the combined influence of both customer experience (X1) and customer value (X2) on customer satisfaction (Y). The following table (Table 3) presents the paired data for variables X1 and X2 with Y:

Table 3. Model Summary

Model	R	R Square	Adj. R Square	Std. Error of The Estimate	Durbin-Watson
1	.813[a]	.661	.654	2.268	1.923
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

Sources: Data Processed, 2025

Based on the table above, R represents the correlation between the independent and dependent variables. R Square (R^2) indicates the proportion of variability in Y explained by X1 and X2 (e.g., 0.661 = 66.1%). Meanwhile, Adjusted R^2 is the R^2 value adjusted for the number of independent variables in the model.

Table 4. Model Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	923.330	2	461.665	89.790	.000[b]
Residual	473.028	92	5.142		
Total	1396.358	94			
a. Dependent Variable: Y					
b. Predictors: (Constant), X2, X1					

Sources: Data Processed, 2025

Based on the data from the table above, the F-test is used to determine whether the regression model as a whole is significant. If the Sig. value is less than 0.05, the regression model is considered significant and can be used for prediction. In this case, the multiple regression model is significant (Sig. F < 0.05), indicating that the model provides a valid basis for making predictions.

Table 5. Multiple Linear Regression Result

Model		Unstand. B	Coeff. Std.Error	Stand Coeff Beta	t	Sig.	Coll Tolerance	VIF
1	(Constant)	6.246	2.597		2.405	.018		
	Customer Experience	.079	.061	.166	1.300	.197	.227	4.414

	Customer Value	.372	.071	.664	5.205	.000	.227	4.414
a. Dependent Variable: Customer Satisfaction								

Sources: Data Processed, 2025

The multiple linear regression formula is expressed as $Y=a+b_1X_1+b_2X_2$, where Y represents customer satisfaction (the dependent variable), a is the constant, and b_1 and b_2 are the regression coefficients for the independent variables, customer experience (X_1) and customer value (X_2), respectively. Based on the regression analysis presented in Table 5, the equation is: $Y=6.246+0.79X_1 +0.372X_2$

This means that when both customer experience (X_1) and customer value (X_2) are zero, the baseline customer satisfaction (Y) is 6.246. The coefficient for customer experience ($b_1 = 0.79$) indicates that, assuming customer value (X_2) remains constant, every one-unit increase in customer experience will lead to an increase in customer satisfaction by 0.79. Similarly, the coefficient for customer value ($b_2 = 0.372$) suggests that, with customer experience (X_1) held constant, a one-unit increase in customer value will result in a 0.372 increase in customer satisfaction. This demonstrates how both variables positively contribute to customer satisfaction, making the model a useful tool for predicting changes in customer experience and value.

Coefficient of Determination Analysis

The coefficient of determination, R^2, is used to assess the extent to which customer experience (X1) and customer value (X2) together influence customer satisfaction (Y). The result of the coefficient of determination is presented in Table 3, where R^2 is 0.654. This indicates that 65.4% of the variation in customer satisfaction (Y) can be explained by the combined influence of customer experience (X1) and customer value (X2). The remaining 34.6% is influenced by other factors not included in the model. This demonstrates the significant role that both customer experience and customer value play in determining customer satisfaction, while also acknowledging the presence of other variables that may contribute to the overall satisfaction levels.

t-test

Table 6. t-tes result

Model		Unstand. B	Coeff. Std.Error	Stand Coeff Beta	t	Sig.
1	(Constant)					
	Customer Experience (X1)	.358	0.33	.749	10.912	0.00
	Customer Value (X2)	.453	.034	.809	13.288	0.000
b. Dependent Variable: Y						

Sources: Data Processed, 2025

Based on the SPSS output in Table 6, the t-statistic for the variable X1 is 10.912, and the critical value of t at a 5% significance level with 93 degrees of freedom (df = 95-2 = 93) is 1.660. Since the t-statistic (10.912) is greater than the critical t-value (1.660), the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. This means that customer experience (X1) has a direct impact on customer satisfaction (Y) at PLN ULP Kosambi.

For variable X2, the t-statistic is 13.288, and with the same significance level and degrees of freedom (df = 93), the critical t-value remains 1.660. Since the t-statistic (13.288) exceeds the critical t-value (1.660), the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. Therefore, it can be concluded that customer value (X2) in the application of PLN Mobile has a direct and significant effect on customer satisfaction (Y) at PT PLN ULP Kosambi.

F-test

Table 7. F-test result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	923.330	2	461.665	89.790	.000[b]
Residual	473.028	92	5.142		
Total	1396.358	94			
a. Dependent Variable: Y					
b. Predictors: (Constant), X2, X1					

Sources: Data Processed, 2025

Based on Table 7, the calculated F-value (Fhitung) is 89.790, and the critical F-value (Ftabel) at a 5% significance level with degrees of freedom (df) = n-k-1, where k represents the number of independent variables (3), is calculated as df = 95 - 3 - 1 = 91. From this, the critical F-value (Ftabel) is 2.705. Since the calculated F-value (89.790) is greater than the critical F-value (2.705), the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted. This indicates that the independent variables, customer experience (X1) and customer value (X2), have a direct positive influence on customer satisfaction (Y) at PT PLN ULP Kosambi.

DISCUSSION

The Influence of Customer Experience (X1) on Customer Satisfaction (Y)

The statistical test results indicate that customer experience (X1) has a significant effect on customer satisfaction (Y). The hypothesis test yielded a t-value of 10.912, which far exceeds the critical t-table value of 1.660 at a 5% significance level. This result leads to the rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_1), confirming that customer experience has a direct and significant impact on customer satisfaction at PT PLN ULP Kosambi. The high t-value demonstrates that customer experience plays a substantial role in improving customer satisfaction. Customers who have positive experiences during their interactions with the company are likely to report higher satisfaction levels, indicating that customer satisfaction is heavily influenced by the quality of the service journey.

This finding aligns with the Service-Dominant Logic (SDL) theory proposed by Jaakkola (2024). The theory shifts the focus from a traditional product-centered logic (goods-dominant logic) to a service-centered perspective, where value is co-created through interactions between the company and the customer. According to SDL, customer experience is an integral part of the value co-creation process. When customers experience responsive service, seamless interactions, and personalized attention, they actively participate in the creation of value. This positive engagement ultimately enhances their satisfaction and perception of the company.

In our view, customer experience is a crucial strategic element that companies must prioritize, especially in today's digital era. Modern customers no longer evaluate only the

quality of the core product or service; they also consider how they are treated throughout the entire service journey. A single negative experience at any touchpoint can significantly lower overall satisfaction. Companies must understand that customer experience is holistic, encompassing physical interactions, digital services, and communication across multiple platforms. By delivering consistent, personalized, and memorable experiences, companies can strengthen customer loyalty and build long-term relationships.

The findings of this study clearly illustrate the significant role of customer experience in shaping customer satisfaction at PT PLN ULP Kosambi. Customers who feel appreciated and receive excellent service are more likely to be satisfied and recommend the service to others. The practical implication is that PT PLN ULP Kosambi needs to evaluate and improve the quality of every service touchpoint whether physical or digital. For example, providing intensive training for customer service representatives can help ensure friendly and responsive interactions when handling complaints. On the digital side, optimizing PLN's service application to offer faster and more accurate information could significantly enhance the customer experience. Additionally, developing a structured customer feedback system would allow the company to better understand customer expectations and implement continuous improvements.

Enhancing customer experience at PT PLN ULP Kosambi also aligns with relevant regulations, particularly in the context of consumer protection in Indonesia. Law No. 8 of 1999 on Consumer Protection emphasizes that companies must provide clear and honest information to consumers and ensure their right to comfort, security, and satisfaction when using products and services. Moreover, regulations from the Ministry of Energy and Mineral Resources (ESDM) emphasize the importance of responsive and transparent customer service in the electricity sector. PT PLN must ensure that customer complaints are addressed promptly and that service standards meet regulatory requirements.

This study's findings are consistent with those of Lesmana & Balqiah (2023), who concluded that positive experiences in service interactions significantly improve customer satisfaction and loyalty. Their research highlighted that companies offering consistently high-quality experiences are better positioned to retain customers and enhance brand perception. Similarly, Pradipta & Aruan (2024) reinforced the idea that customer experience is a key success indicator for companies. Negative experiences can lead to

reduced loyalty or even product boycotts, while positive experiences boost customer retention and generate favorable word-of-mouth recommendations.

The Influence of Customer Value (X2) on Customer Satisfaction (Y)

The statistical test results reveal that customer value (X2) has a significant positive effect on customer satisfaction (Y). The hypothesis test produced a t-value of 13.288, which is significantly higher than the critical t-table value of 1.660 at a 5% significance level. This result leads to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_1), indicating that customer value strongly influences customer satisfaction at PT PLN ULP Kosambi. A t-value of this magnitude signifies that customer value is one of the dominant factors driving customer satisfaction. When customers perceive that the benefits they receive outweigh the costs, their satisfaction levels naturally increase.

This finding aligns with the Expectancy Disconfirmation Theory by Oliver (2012), which explains how customer satisfaction arises from the comparison between expectations and perceived outcomes. According to this theory, satisfaction is achieved when the perceived benefits exceed customer expectations, creating positive disconfirmation. In this context, customer value represents the balance between perceived benefits and costs. When customers feel that they receive substantial benefits relative to the price or effort they invest, they are more likely to experience satisfaction.

In my opinion, customer value is the core determinant of customer satisfaction, especially in service-oriented industries like public utilities. Customers are no longer merely focused on basic service delivery; they also assess how much value they gain from their overall experience. Providing high customer value not only enhances satisfaction but also builds trust and loyalty in the long run. Companies must adopt a customer-centric approach, focusing on exceeding customer expectations at every opportunity. Simple yet impactful actions such as offering reliable services, transparent communication, and added benefits can greatly enhance the perceived value and strengthen the company's reputation.

The results of this study emphasize the significant role of customer value in improving customer satisfaction at PT PLN ULP Kosambi. Customers who perceive high value in the services provided are more likely to express higher satisfaction and become long-term advocates for the company. Practically, PT PLN ULP Kosambi should continuously seek ways to enhance the value it offers to customers. This can be done by

ensuring transparency in pricing, improving service reliability, and offering additional benefits such as quicker response times for customer inquiries and value-added services. Providing these enhancements will not only meet customer expectations but also exceed them, fostering a more loyal customer base.

The importance of customer value is closely tied to regulatory requirements in Indonesia, particularly regarding transparency and fair pricing in the public utility sector. Law No. 30 of 2009 on Electricity regulates the provision of electricity services, emphasizing fairness, affordability, and service quality to protect consumer rights. Additionally, consumer protection laws, such as Law No. 8 of 1999, require companies to ensure transparent pricing and deliver services that meet or exceed customer expectations. Compliance with these regulations is crucial for maintaining customer trust and satisfaction.

The findings of this study are consistent with those of Lesmana & Balqiah (2023), who highlighted that perceived value is one of the strongest predictors of customer satisfaction and loyalty. Their research demonstrated that when customers perceive high value, they are more likely to remain loyal to the brand. Similarly, Siswadi *et al.* (2020), confirmed that perceived value plays a crucial role in shaping customer satisfaction, particularly in service-based industries. In addition, studies by Taufik *et al.* (2022) also identified perceived value as a key component of service quality, showing that value-driven customers are more likely to have positive experiences and continue using the service.

The Combined Influence of Customer Experience (X1) and Customer Value (X2) on Customer Satisfaction (Y)

The combined influence of customer experience (X1) and customer value (X2) on customer satisfaction (Y) was analyzed using a multiple regression model. The results showed that these two variables together explain 66.1% of the variance in customer satisfaction ($R^2 = 0.661$). This indicates that customer experience and customer value are key determinants of customer satisfaction at PT PLN ULP Kosambi. The F-test produced an F-value of 89.790, which far exceeds the critical F-table value of 2.705 at a 5% significance level. This result confirms that customer experience and customer value have a significant and positive joint impact on customer satisfaction, leading to the rejection of H_0 and acceptance of H_1.

This finding aligns with the Customer Satisfaction Model, which emphasizes that customer satisfaction is a multidimensional construct influenced by various factors, including perceived value and experience across customer touchpoints. According to this model, customers form their overall satisfaction based on the cumulative impact of all interactions with the company and the perceived benefits they receive. The significant relationship between these factors and satisfaction reflects the Service-Dominant Logic theory, which highlights the role of co-creation in value generation. This theory suggests that customer satisfaction is co-created through experiences and perceived value during interactions with the service provider.

In my view, customer satisfaction should be viewed as a strategic priority, especially for companies in the public service sector like PT PLN ULP Kosambi. While customers may tolerate minor issues, their overall satisfaction depends heavily on how the company balances positive service experiences with tangible value. Focusing only on one aspect such as improving customer experience without enhancing perceived value can lead to incomplete solutions. A holistic approach that addresses both elements will ensure long-term customer satisfaction and trust.

The results of this study emphasize the importance of adopting a balanced strategy that enhances both customer experience and customer value. PT PLN ULP Kosambi should prioritize improving the quality of customer interactions across all touchpoints while simultaneously increasing the value perceived by customers. Practical steps include offering reliable services, ensuring transparent pricing, and consistently exceeding customer expectations through value-added services. By doing so, the company can foster greater customer satisfaction and build long-term customer loyalty. Moreover, these findings highlight the need for companies to collect and analyze customer feedback regularly, enabling them to identify areas for improvement and deliver services that truly resonate with customer needs.

The combined effect of customer experience and customer value on satisfaction underscores the importance of regulatory frameworks that protect consumers and promote service quality. In Indonesia, Law No. 8 of 1999 on Consumer Protection ensures that companies provide services that meet reasonable expectations and are free from deceptive practices. Additionally, Law No. 30 of 2009 on Electricity mandates fair pricing and consistent service standards for public utility companies. Compliance with these regulations

is essential not only to meet legal requirements but also to enhance customer satisfaction and trust in the company's services.

This study's findings are consistent with previous research by Lesmana & Balqiah (2023), who found that both customer experience and perceived value significantly influence customer satisfaction. They highlighted that these factors are critical in shaping customer perceptions and encouraging repeat usage of services. Similarly, Luthfiani *et al.* (2024) stressed that the combined effect of customer experience and perceived value is crucial for achieving long-term customer loyalty. Research by Kau *et al.* (2023) also reinforces the importance of these variables, showing that perceived value and service experience are fundamental components of the *SERVQUAL* model, which is widely used to assess service quality and predict customer satisfaction.

CONCLUSION

This study shows that both customer experience (X1) and customer value (X2) have a direct and significant impact on customer satisfaction (Y) at PT PLN ULP Kosambi. The regression analysis results indicate that customer experience and customer value together contribute significantly to customer satisfaction, with an overall contribution of 66.1%. This proves that the company needs to prioritize these two factors to enhance customer satisfaction and maintain their loyalty. The statistical tests revealed a strong and positive relationship between these variables, aligning with existing theories on customer satisfaction and the value customers perceive.

To further improve customer satisfaction, PT PLN ULP Kosambi is advised to continue optimizing the customer experience by improving service touchpoints and strengthening the perceived value customers receive by offering greater benefits than the costs incurred. The company should also regularly monitor customer feedback and make adjustments according to their expectations and needs. Additionally, it is recommended that PT PLN ULP Kosambi adhere to relevant regulations and improve service quality according to customer satisfaction standards set by regulatory bodies and consumer protection laws.

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