

ABSTRACT
DEVELOPMENT OF CUSTOMER SERVICE STANDARDS IN THE CUSTOMER SERVICE UNIT PT. PLN (PERSERO) CUSTOMER SERVICE UNIT (ULP) PANAKKUKANG CUSTOMER SERVICE IMPLEMENTATING UNIT (UP3) SOUTH MAKASSAR

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PT. PLN (Persero) ULP Panakkukang is one of the providers of public services that is usually overcrowded, but the quality of services supplied is not optimal and lacks service requirements. As a result, in order to increase service quality, service standards must be developed.

This study applied a qualitative technique to support the exploration of information related to the implementation of services at PT. PLN (Persero) ULP Panakkukang and the analytical process of service standard components. The researcher employed the flow data analysis paradigm, which consists of three steps of analysis: data reduction, data display, and generating conclusions or verification.

The result of the study presented in the form of a description of the stages of developing service standards. The service standard design is separated into four stages in the production of the service standard design. The first stage is the creation of service standard designs by gathering data on service standard components via interviews, observations, and document analysis. The second stage is the identification of service standard components based on research data and information. The third stage is the creation of service standard designs based on the results of the service standard component identification. The fourth stage is a discussion on service standard designs created by researchers with service providers and users.

Keywords: Public Service, Service Standard