

KEY ACCOUNT MARKETING ANALYSIS WITH MEDIATION ROLE OF SERVICE QUALITY IN OPTIMIZING THE USE OF ELECTRIC ENERGY SOURCES (PLN)

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Abstract— The purpose of this study is to determine and analyze the effect of key account marketing on the Optimization of 35,000 Megawatt of Electricity, also to know and analyze the effect of service quality on the Optimization of 35,000 MW of Electrical Power as well as knowing and analyzing the effect of key accounts marketing on the Optimization of 35,000 MW Electricity Power of PT PLN (Persero) Distribution of Central Java and DIY by mediating the quality of service either partially or simultaneously. This research is descriptive quantitative research with respondents who are used as samples consisting of 75 respondents. Data collection was carried out by distributing questionnaires to obtain responses to the optimization of electrical power carried out by PT PLN (Persero) Distribution of Central Java. The results showed that the effect of key account marketing and the quality of service positively influenced the Optimization of 35,000 MW Electricity PT PLN (Persero) Distribution of Central Java, either partially or simultaneously.

Keywords— key account marketing, service quality, and power optimization.

1. Introduction

Electricity is a very important need in people's lives. Without electricity, the lights cannot illuminate a village or city. A city without electricity is like a dead city, lifeless and dark. Apart from being a source of lighting energy, electricity can also be converted into other energy sources that are useful for human life. Most electrical energy needs can be obtained through supplies from the state electricity company (PT. PLN).

PLN customers can be divided into two: the consumer segment, household segment and corporate customer segment. This household segment has many customers but cannot be relied on as a profit driver. In the household segment, PLN is the sole player. However, the competition is starting to get tough in the corporate segment. In this era of competition, the formation of Key Account Marketing (KAM) is crucial so that the PLN market is not undermined by new competitors who are more aggressive, agile, and entrepreneurial.

Service quality must start with consumer needs and end with consumer perceptions. This means that a good quality image is not based on the perception of the service provider but on the consumer's perception. Consumer perception of service quality is a comprehensive assessment of the superiority of service. Service quality is described as a statement about attitudes, the relationship resulting from a comparison between expectations and performance (Mokhlis, 2012).

Companies that wish to grow and achieve a competitive edge must be able to provide clients superior products in the form of high-quality goods or services at lower rates, with quicker delivery and better customer service than rivals. In the service sector, service quality management is crucial to achieving client happiness. (Mowen, 2017).

Based on the description above, the author is interested in studying empirically by conducting research entitled "Strategy of PLN (Persero) Distribution of Central Java with Key Account Marketing for Optimizing 35,000 MW Electric Power, with Service Quality Mediation".

In a study of organizations turning to KAM, Javier *et al.* (2014) The following conditions must be met for KAM to be implemented effectively at the strategic level: an organizational culture that supports KAM; KAM program performance measurement; adjustments to organizational structure to accommodate KAM; and KAM-aligned IT systems. This implies that it is crucial to make sure that core organizational aspects like organizational culture, structure, and strategy are in line with the new customer management approach before implementing a KAM program. Jin-Hee and others (2016).

Product, service, human resource, process, and environmental comforts that meet or exceed expectations all fall under the dynamic condition of quality (Lupyoadi, 2014). The degree to which the associated attributes satisfy the requirements is another way to define quality (Lupyoadi, 2014). Design quality and conformance quality, which together make up quality, are frequently thought of as relative indicators of how good a product or service is (Lamb, 2014). While conformance quality gauges how closely a product may adhere to established quality standards or requirements, design quality is a function of product specifications.

The Indonesian Dictionary states that the word "optimization" is derived from the word "optimal," which means "the best, the highest, the most profitable," "making the best, making the highest," "optimizing the process, the way," and "the act of optimizing" (making the best, the highest, and so forth). Accordingly, "optimization" refers to a process, action, or methodology for making something (such as a design, system, or decision) more/fully perfect. Machfud (2011) related to optimizing an action/activity to improve and optimize. For this reason, it is necessary to intensify and expand the subject and object of income. In the short term, the easiest and most immediate activity is to intensify existing objects or sources of regional income, especially through information technology. Implementing the effectiveness and efficiency of the source or object of regional income will increase income productivity without expanding the source or object of net income, which requires study, process and a long time.

The framework of thought is used to facilitate researchers in analyzing the problems taken (Moleong, 2007: 47). The framework of thought in this research is as follows :

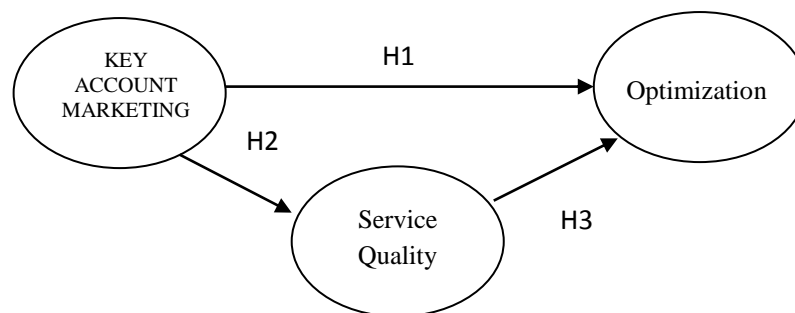


Figure I. 1 Framework

This framework adopts previous research conducted by Wang and Ross (2014), Jukka (2000), and Wengler *et al.*, (2005). In the framework of this research, it is explained that *Key Account Marketing* consists of increasing good relations with consumers, increasing premium consumer satisfaction, increasing profit gains, increasing consumer understanding of products, increasing consumer understanding of products equalizing profits, minimizing service costs, and increasing total profits. What is done by improving service quality standards can speed up conventions and optimize marketing targets to be achieved by PLN. In achieving the increase in convention and optimization of the target, it is hoped to consider the existing business competition.

2. Methods

This research is quantitative research with primary data sources using questionnaires. Respondents in this study amounted to 75 premium PLN customers located in the cities of Yogyakarta and Semarang, and until now, this research is still actively using energy sources from PLN. Data analysis was performed using multiple linear regression with the SPSS software version. 23.0.

3. Result

This study's validity and reliability tests were carried out using the CFA test (validity) and the *Cronbach alpha* (reliability). The results of data collection with questionnaires give the results that all statement items in the questionnaire are valid and reliable, as listed in Table 1

Table 1. Validity and Reliability Test Results

No.	Variable	Validity test	Reliability Test
1	Key Account Marketing	0.708	0.774
2	Service quality	0.693	0.691
3	Power Optimization	0.745	0.715

Source: Data Analysis, 2022

The results of the Validity and Reliability test in table 1 above state that the value of each variable in this study has met the criteria of validity and reliability where the value is above 0.6 (Fornell & Larcker, 1981) (Joe F. Hair et al., 2011).), (J. Hair et al., 2014). Therefore the hypothesis in this study deserves to be investigated further to test the normality of the data stated in table 2 below.

Table 2 Normality Test Results

Kolmogorov-Smirnov used the normality test in this study. *If the p-value > 0.05*, the data distribution is not close to normal or abnormal. The results of the normality test for each variable are shown in the table below:

Table 2
 Normality Test Results

Variable	Significance value	Sig.	Distribution
TAM	0.051	0.05	Normal
Service quality	0.055	0.05	Normal
Optimization	0.057	0.05	Normal

Source: Primary data processed, 2022

From the calculation results of the *Kolmogorov-Smirnov* test, it can be seen that the significant values for the variable KAM, service quality and optimization are 0.051 ; 0.055 ; and 0.057 which is greater than = 0.05 , so that all of the data are declared to have a normal distribution or have a normal distribution of data.

Hypothesis testing

The research hypothesis test shows a positive influence of *key account marketing* on power optimization of 4.198, (sig = 0.049). And the quality of service has a positive influence on power optimization of 3.891 (sig = 0.039), and *key account marketing* has a positive influence on power optimization by mediated service quality, as shown in table 3 below.

Table 3. Hypothesis Test Results

No.	Variable Relationship	Sig	t-test	F Uji test	Test R ²
1.	KAM => Optimization	0.049	4,198		
2.	KService=>Optimization	0.039	3,891	17,847	0.801
3.	KAM => KService=>Optimization	0.002	16,334		

Source: Data Analysis, 2022

KAM and service quality contributed to the optimization of 80.10% obtained from the results of the termination test (R²).

The analysis results as in table 3 show that the higher KAM by the company will lead to higher power optimization. This study's results align with previous research conducted by Wang and Ross (2014) where the *key marketing* success can be seen from the company's progress, in this case, is the higher power optimization. Furthermore, higher service quality will lead to higher optimization, this result is in line with previous research conducted by Ting *et al.* (2016) where good service quality has a positive impact on the company's progress.

Furthermore, service quality mediation strengthens the relationship between *key account marketing* and optimization, and service quality is a partial mediation. These results also provide the same results as the research conducted by Paolo and Strobacka (2015).

After being analyzed, conclude whether to mediate by looking at the significant value of or not and seeing the criteria for whether to mediate perfectly (*perfect mediation*) or to mediate partially (*partial mediation*). Testing Criteria (Suliyanto, 2011):

1. The mediation variable is full (*perfect Mediation*) if after entering the mediation variable, the independent variable's effect on the dependent variable (before entering the mediating variable) becomes insignificant after entering the mediating variable into the regression equation model.
2. Partial mediation variable (*partial mediation*) if after entering the mediation variable, the independent variable's effect on the dependent variable (before entering the mediating variable) becomes significant after entering the mediating variable into the regression equation model.

4. Conclusion

From the results of research and discussion, it can be concluded that key account marketing has a positive and significant effect on power optimization, service quality has a positive and significant impact on power optimization and key account marketing has a positive and significant impact on power optimization mediated by service quality, and there is a contribution of 80,10% key account marketing, and service quality for power optimization.

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