

The Influence of Moral Culture Dimensions on the Quality of Public Services at PT. PLN (Persero) Main Unit for South Sulawesi Region

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Abstract

This research is a type of quantitative research with the aim of finding out the influence of the dimensions of moral culture on the quality of public services at PT PLN (Persero) Main Unit for the South Sulawesi Region. The type of data used in this research is quantitative obtained from distributed questionnaires and is related to the problem being studied. In research, the data sources used in data collection include primary and secondary data. The research instrument used in this research used the Likert scale method. Based on the results of data research using the SPSS version 25 calculation application, the statistical results of the trustworthiness core value variable test obtained a t value of 10.781, competent core value obtained a t value of 19.639, harmonious core value obtained a t value of 5.297, loyal core value obtained a t value of 5.297. 23.374, the adaptive core value obtained a calculated t value of 7.163, the collaborative core value obtained a calculated t value of 4.601 from the t table value of 0.2352 and obtained a sig value of 0.000 from a significant value of 0.05

1. Introduction

Changes in technology and information require all components to always follow the changes that continue to occur. The changes that occur are a challenge that needs serious attention from company managers in managing their organizations. Every situation that tends to change without us realizing it requires a careful attitude so that organizational managers can immediately adjust to the changes that occur so that they can continue to survive the rapid pace of the change process. (Rizal. S, 2015)

State Electricity Company (PLN), which is part of the State-Owned Enterprises (BUMN), operates in the field of providing electricity and is the only electricity company that has no competition in Indonesia in terms of consumers. PT PLN (Persero) has head offices and branches in every region of Indonesia and has human resources that cover various ethnicities, beliefs, levels of education and behavior. This does not rule out the possibility that PT PLN (Persero) employees come from Sabang to Merauke. This means that every human being has different thought patterns, but the organizational culture aims to ensure that all employees have one goal to advance the company. Likewise with PT PLN (Persero) Main Unit for the South Sulawesi Region, which has many employees who come

from various ethnicities, education, beliefs and ways of behaving. (Rizki & Rijal, 2021) .

As stated in the Circular Letter of the Minister of BUMN Number: SE7/MBU/07/2020 dated 1 July 2020 regarding the main values (*Core Values*) of human resources of state-owned enterprises, every BUMN, including PT PLN (Persero) Regional Parent Unit Sulsehrabar, is required to incorporate AKHLAK values into their company culture. PT PLN (Persero) Main Unit for the South Sulawesi Region was also asked to socialize it. (Minister of State-Owned Enterprises of the Republic of Indonesia, nd).

In Indonesia there is an organizational culture instrument that must be implemented by every employee of State-Owned Enterprises, subsidiaries and affiliated and consolidated companies. The corporate culture of State-Owned Enterprises (BUMN) is known as *core values* which are defined as the identity and cement of work culture which is supported by continuous work improvement. *Core values* are the main principles and values that become the foundation and reference in an organization or company which then become something that is appreciated, implemented, upheld and becomes the soul of a company. (Rahma, 2023).

One of the factors that can influence consumer satisfaction is service quality which

includes tangible *evidence*, *reliability*, responsiveness, assurance *and* empathy (*empathy*). Therefore, service quality must be the main center for PT PLN (Persero) parent unit for the South Sulawesi region because it can create consumer satisfaction and will influence their loyalty. Good service quality can be a competitive advantage for service companies, as emphasized by Parasumang (1996). Whether or not the quality of a good or service depends on its ability to consistently meet consumer expectations. Satisfied consumers indirectly build loyalty, encourage word of mouth referrals, and can even improve the company's image in the eyes of consumers. (Rahman *et al.*, 2019).

Organizational culture phenomena that look like employees who lack integrity in carrying out their assigned work tasks, low work responsibility in overcoming the problems they face, habits when they interact such as the language used, group norms, the ability to complete certain tasks without being taught in writing from generation to generation. The phenomenon of public service quality can be seen from quick responses to complaints and service efficiency. The relationship between the two phenomena can be seen through improving service quality when a strong moral culture is implemented in daily work practices

2 Research Methodology

This type of research is quantitative research, defining quantitative data as data in the form of numbers or qualitative data in the form of numbers. Researchers use this type of

data in research by distributing questionnaires containing statements or questions that are given a rating or scale of 1 to 5 and the results are calculated using statistical techniques. By testing hypotheses through measuring variables with instruments using a Likert scale. Research and data collection was carried out at PT. PLN (Persero) Main Unit for South Sulawesi Region. This approach was chosen with the aim of finding out whether moral culture influences the quality of public services at PT. PLN (Persero) UIW Sulsebar. This research was conducted for two months, namely December 2023 to January 2024

3. Discussion of Research

3.1 Research Result

a. Respondent Characteristics

Table 1

Characteristics of Respondents		
Gender	Number of Respondents	Percentage
Man	33	46.5 %
Woman	37	53.5 %
Total	70	100%

Based on table 1 regarding the gender of respondents, it is known that the number of male respondents was 33 people or around 46.5% while the number of female respondents was 37 people or 53.5%.

b. Partial Test (t)

The t test is carried out to determine the significance of the relationship between variables The significant value obtained is smaller than (<0.05).

Table 2 t test results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.126	,850		4,857	,000
Trustworthy	,638	,059	,194	10,781	,000
Competent	1,520	,077	,468	19,639	,000
Harmonious	,441	,074	,128	5,927	,000
Loyal	2,024	,087	,606	23,374	,000
Adaptive	,483	,067	,139	7,163	,000
Collaborative	,285	,062	,072	4,601	,000

Based on table 2, the following hypothesis testing can be described:

- 1) The statistical results of *the Core Values Amanah variable test* obtained a $t_{\text{calculated}}$ value of $10.781 > t_{\text{table value}}$ of 0.2352 and a sig value of $0.000 < \text{significant value}$ of 0.05 . This influence of Amanah's *Core Values* on the quality of public services has a positive and significant effect, namely that each individual is responsible for the tasks, decisions and actions taken.
- 2) The statistical test results for the Competent *Core Values variable* obtained a $t_{\text{calculated}}$ value of $19.639 > t_{\text{table value}}$ of 0.2352 and a sig value of $0.000 < \text{significant value}$ of 0.05 . This influence of Competent *Core Values* on the quality of public services has a positive and significant effect, namely the spirit of continuing to learn and helping others learn, where every employee has the spirit of the ability to complete work with the best quality.
- 3) The statistical test results for the Harmonious *Core Values variable* obtained a t_{count} value of $5.297 > t_{\text{table value}}$ of 0.2352 and a sig value of $0.000 < \text{significant value}$ of 0.05 . This is the influence of Harmonious *Core Values* on the quality of public services, which has a positive and significant effect, namely a sense of mutual care and respect for differences between fellow individuals in the work environment by helping others and respecting whatever flies behind them.

- 4) The statistical test results for *the Core Values Loyal variable* obtained a $t_{\text{calculated}}$ value of $23.374 > t_{\text{table value}}$ of 0.2352 and a sig value of $0.000 < \text{significant value}$ of 0.05 . This is the influence of *Core Values Loyal* on the quality of public services which has a positive and significant effect, namely having dedication and maintaining the good name of fellow employees, leaders and prioritizing the interests of the nation and state.
- 5) The statistical test results for the Adaptive *Core Values variable* obtained a $t_{\text{calculated}}$ value of $7.163 > t_{\text{table value}}$ of 0.2352 and a sig value of $0.000 < \text{significant value}$ of 0.05 . This is the influence of Adaptive *Core Values* on the quality of public services, which has a positive and significant effect, namely quickly adapting to become better with employees who continue to innovate and are enthusiastic about facing future changes.
- 6) The statistical test results for the Collaborative *Core Values variable* obtained a $t_{\text{calculated}}$ value of $4.601 > t_{\text{table value}}$ of 0.2352 and a sig value of $0.000 < \text{significant value}$ of 0.05 . This influence of Harmonious *Core Values* on the quality of public services has a positive and significant effect, namely building cooperation in working to produce added value and providing opportunities for various parties to contribute.

c. Coefficient of Determination (R^2)

Table 3 Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,995 ^a	,989	,988	,514

Based on the results of multiple regression management, it is known that the value of the output obtained is a Determination Coefficient (R Square) of 0.989 , which means that the influence of the independent variable AKHLAK Culture (Trustworthy, Competent, Harmonious, Loyal, Adaptive and Collaborative) on the dependent variable is 98.9% . Meanwhile, the remaining 1.1% is explained by

other variables outside the model studied.

3.2 Discussion

Based on the results of research conducted on 70 respondents, it can be seen how the respondents responded to the statements submitted in the questionnaire. The respondents' responses are explained in the results of the statistical tests that have been

carried out. The results of the research that has been carried out are the influence of the AKHLAK Cultural dimension on the Quality of Public Services at PT PLN (Persero) UIW Sulselrabar, then from the results of the questionnaire that has been distributed, the findings obtained are the AKHLAK *core values* applied at PT PLN (Persero) South Sulawesi Regional Main Unit, where it can be seen in each indicator of Trustworthy *Core Values*, Competent *Core Values*, Harmonious *Core Values*, Loyal *Core Values*, Adaptive *Core Values*, Collaborative *Core Values*, the results of the regression equation are obtained which show:

- 1) The influence of Amanah's *Core Values* on the quality of public services has a positive and significant effect, namely, each individual is responsible for the tasks, decisions and actions taken.
- 2) The influence of competent *Core Values* on the quality of public services has a positive and significant effect, namely the spirit of continuing to learn and helping others learn, where every employee has the spirit of the ability to complete work with the best quality.
- 3) The influence of harmonious *Core Values* on the quality of public services has a positive and significant effect, namely, mutual care and respect for differences between individuals in the work environment by helping others and respecting whatever their backgrounds are.
- 4) The influence of Loyal *Core Values* on the quality of public services has a positive and significant effect, namely, having dedication and maintaining the good name of fellow employees, leaders and prioritizing the interests of the nation and state.
- 5) The influence of adaptive *Core Values* on the quality of public services has a positive and significant effect, namely, quickly adapting to become better with employees who continue to innovate and are enthusiastic about facing future changes.
- 6) The influence of collaborative *Core Values* on the quality of public services has a positive and significant effect, namely, building cooperation in working to produce added

value and providing opportunities for various parties to contribute.

4. Closing

Based on the results of research conducted by the author using quantitative methods, the following conclusions can be drawn:

- 1) *Core Values* with the results of statistical tests obtained a calculated t value of $10.781 > t_{table}$ value of 0.2352 and a sig value of 0.000 < significant value of 0.05, thus it can be said that Amanah's *Core Values* have a significant and real influence in improving the quality of public services, where the better the implementation Amanah *Core Values* indicators, the quality of public services will increase at PT PLN (Persero) Main Unit for the South Sulawesi Region.
- 2) *Core Values* with the results of statistical tests obtained a calculated t value of $19.639 > t_{table}$ value of 0.2352 and a value of 0.000 < significant value of 0.05, thus it can be said that Competent *Core Values* have a significant and real influence in improving the quality of public services, where the better the implementation Competent *Core Values* indicators will increase the quality of public services at PT PLN (Persero) Main Unit for the South Sulawesi Region.
- 3) *Core Values* with the results of statistical tests obtained a calculated t value of $5.297 > t_{table}$ value of 0.2352 and a sig value of 0.000 < significant value of 0.05, thus it can be said that Harmonious *Core Values* have a significant and real influence in improving the quality of public services, which are getting better the application of Harmonious *Core Values* indicators will increase the quality of public services at PT PLN (Persero) Main Unit for the South Sulawesi Region
- 4) *Core Values* Loyal with the results of the static test obtained a calculated t value of $23.374 > t_{table}$ value 0.2352 and a sig value of 0.000 < significant value. Thus it can be said that *Core Values* Loyal has a significant and real influence in improving the quality of public services, where the better the application of the indicators. *Core Values* Loyal means the quality of public services will increase at PT

PLN (Persero) Main Unit for the South Sulawesi Region.

- 5) *Core Values* with the results of statistical tests obtained a calculated t value of $7.163 > t_{\text{table}}$ value of 0.2352 and a sig value of $0.000 < \text{significant}$ value of 0.05 , thus it can be said that Adaptive *Core Values* have a significant and real influence in improving the quality of public services, where the better the implementation Adaptive *Core Values* indicators will increase the quality of public services at PT PLN (Persero) Main Unit for the South Sulawesi Region.
- 6) *Core Values* with the results of statistical tests obtained a calculated t value of $4.601 > t_{\text{table}}$ value of 0.2352 and a sig value of $0.000 < \text{significant}$ value, thus it can be said that Collaborative *Core Values* have a significant and real influence in improving the quality of public services, where the better the application of the indicators Collaborative *Core Values* will increase the quality of public services at PT PLN (Persero) Main Unit for the South Sulawesi Region.

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