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SWOT Analysis Of The PLN Mobile Application For Customers Of PT PLN UP3 Merauke

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ABSTRACT

This study aims to analyze the strengths, weaknesses, opportunities, and threats (SWOT) of the PLN Mobile application to improve customer interaction and maximize the use of digital transactions at PT PLN UP3 Merauke. The main problems faced are the lack of digital socialization and education and limited internet network and infrastructure constraints in the Merauke area that hinder access and use of the application. The research method used is qualitative with data collection through observation and interviews related to application usage and marketing strategies. The results show that the PLN Mobile application has advantages such as ease of use, low admin costs, and fast response, but faces challenges in irrelevant features and dependence on a stable network. Opportunities for increasing application usage are supported by collaboration with MSMEs, broader digital education, and strengthening customer service. The strategy of strengthening the application through feature innovation and digital education can increase customer interaction and awareness of digital services. This study recommends increasing socialization and improving application features tailored to user characteristics to strengthen PLN Mobile's position as a trusted and inclusive digital electricity service platform.

INTRODUCTION

Information and communication technology has emerged as a crucial pillar for the social and economic transformation of modern society. In the era of the Industrial Revolution 4.0, advances in digital technology have triggered a number of innovations that are changing the way people connect, work, and use public and commercial services (Purnomo, 2023). In Indonesia, the acceleration of digitalization is evident in the significant increase in the use of digital devices, particularly smartphones, which have become the primary means of accessing various online services (Wijaya, 2022). This demonstrates that digital transformation is not only occurring in the commercial sector, but also in public services. Smartphones now function not only as communication tools but also as a means of productivity, financial transactions, and access to social and government services. One example is the use of electronic features on smartphones by various companies to provide quality services online. By 2024, there will be 212 million smartphone users in Indonesia, or approximately 76.5% of the country's total population, according to a We Are Social study. This increase aligns with the rise in internet penetration, which reached 79.5% in early 2024 (APJII, 2024). This indicates that digital access in Indonesia is increasingly equitable and has the potential to support the digitalization of public services. The availability of devices that facilitate user internet access is a crucial factor driving the increasing awareness of the Indonesian public regarding internet use. State-Owned Enterprises (SOEs), such as PT PLN (Persero), are among the businesses utilizing innovative online-based services.

One SOE that contributes to meeting the public's basic electricity needs is PT PLN (Persero). The presence of SOEs in Indonesia, as part of a national development instrument, strategically supports the nation's progress, a function considered crucial by both the government and the public. PLN has developed an application-based service accessible via smartphone, called PLN Mobile. The purpose of this application is to facilitate users in accessing information and communicating with PLN through this platform. PLN Mobile is a key component of digital transformation, offering customers an easily accessible platform for managing their electricity services. In electricity services, according to Nadhif and Niswah (2018), PLN Mobile is the result of the integration and refinement of various previous PLN services and applications, such as Contact Center 123, Facebook, Twitter, and the official PLN web portal. This application serves as a communication tool for PLN to interact with its customers. According to Kusuma & Rahim (2021), this study emphasizes the importance of digital services in improving customer satisfaction and operational effectiveness. Furthermore, PLN's strategic steps to support national digital transformation initiatives, expand service coverage, and improve customer satisfaction throughout Indonesia are reflected in this application's innovation. However, although this application boasts various superior features and has facilitated digital transactions in many regions, customer utilization is uneven across regions. Especially in Merauke City (PLN UP3 Merauke). Based on an internal report from PT PLN UP3 Merauke (2024), the level of PLN Mobile application usage in the Merauke area is still relatively low compared to other urban areas in Indonesia. This indicates that there are still challenges in adopting digital technology, especially in areas with limited network infrastructure and low digital literacy (Mokan, 2022).

Field data shows a gap between the potential convenience offered by PLN Mobile and the habits and preferences of customers in Merauke. Many people still prefer non-digital channels for electricity transactions, such as the Post Office, Mobile Banking, or other payment counters. Previous research (Mokan, 2022) indicates that internet network accessibility issues in remote areas like Merauke can significantly hinder the use of applications requiring real-time services. The level of public acceptance of the PLN Mobile application has not been assessed or analyzed since its launch. This is crucial to ensure the level of public acceptance, especially in Merauke City, of the PLN Mobile application as an online information service.

LITERATURE REVIEW

Definition of SWOT Analysis

According to Isniati and Fajriansyah (2019), a company or organization's environment can be characterized by four factors: strengths, weaknesses, opportunities, and threats. A company's external opportunities and threats, as well as its internal strengths and weaknesses, can be better understood through a SWOT analysis. The primary objective of this study is to identify the possibilities and risks inherent in the company's external environment, as well as the organization's internal strengths and weaknesses.

Rangkuti (2006) discusses how a combination of internal and external elements can be used to assess an organization's development performance. Therefore, a SWOT analysis examines the internal and external environmental factors of a business. These two elements work together to produce results that can be used to develop plans that can be implemented as solutions to organizational programs or problems. According to Nur`aini (2016), a SWOT analysis includes four components: strengths, weaknesses, opportunities, and threats.

Technology Acceptance Model (TAM)

Academics use an approach called the Technology Acceptance Model to investigate how individuals feel about the technology they use. Inspired by the Theory of Reasoned Action (TAM), Davis first created this model in 1985. Its primary benefit, which remains valid today, is its simplicity. People are more likely to use a system if they believe it is effective and easy to use. According to Davis (1989), perceived usefulness is a measure of how much people believe a system or technology will help them perform their jobs better. On the other hand, perceived ease of use reflects people's beliefs that the technology is easy to use without hassle, thus simplifying the tasks at hand.

The Theory of Reasoned Action provides the theoretical basis used by Davis in 1989 to study how people adopt technology. The beliefs that drive technology adoption were formulated by Davis, based on the suggestions of Ajzen & Fishbein (1975). The two main components of this belief system are perceived utility (PU) and perceived ease of use (PEOU). In his 1989 work, Davis defined PEOU as “the extent to which a person believes that using a particular [information] system would be easy without requiring excessive effort,” and PU as “the extent to which a person believes that using a particular [information] system would make his or her job better” (page 320).

PLN Mobile Application

The Centralized Customer Service Application (AP2T) and the Integrated Complaints and Grievances Application (APKT) have been combined into PLN Mobile, an integrated application. Furthermore, PLN Mobile is often considered a digital system that can only be accessed with an internet connection.

One component of PLN's transition to improve customer service is the PLN Mobile application. On October 31, 2016, the PLN Mobile application was launched to facilitate customer communication with PLN and provide information about electricity services. With a high level of data validation and security, the application provides accurate customer data. Since the introduction of new features and interfaces in late 2020, PLN has continued to provide a variety of services and feature enhancements to customers.

The PLN Mobile application offers several features that simplify access to electricity services, provide a platform for general complaints, and add options that make things easier for customers. It is hoped that this application will improve efficiency in managing complaints and overall customer service, optimize efficiency, and reduce bureaucracy and procedures. The Centralized Customer Service Application (AP2T) and the Integrated Complaints and Services Application (APKT) are connected to PLN Mobile. PLN Mobile, a component of the Innovation and Contact Center Service (PLN 123), aims to make it easier for customers and prospective customers to access information about bills, electricity problems, complaints, power outages, and PLN services.

Customer Experience

Based on the dictionary definition (Nordli, 2014), experience is the process of doing, seeing, and experiencing something. Therefore, it is an event or occurrence that leaves an impression on the individual who encounters or feels a certain sensation or emotion. Therefore, customer experience is the customer's perception of a brand formed from every interaction they have with an organization (Smith & Wheeler, 2002). Given this, one would say that experience is the result of a service encounter and the emotions that arise when the experience of using that service is recalled (Nordli, 2014). This means that every time someone encounters a service, which happens every day, that person experiences something, and this is usually the perceived value of the service offered or received (Nordli, 2014). Experiences are as diverse as individual perceptions, influenced by one's interpretation of the encounter, one's culture, prior experiences, and mood, economics, markets, technology, and human needs. The authors define successful service as something that is perceived as unique, memorable, and sustainable over time by customers.

Therefore, consistency leads to a great experience. Furthermore, experiences are typically an overall impression, not a single moment. However, it is important to note that the final moment or impression tends to be more lasting (Nordli, 2014) Customer experience must be integrated within and across organizations to achieve positive outcomes. To facilitate this, six customer experience attributes have been identified. These include brand performance, service performance, multichannel interactions, social environment, physical environment, and price or promotion. The service performance attribute has a significant impact on the experience, resulting in perceptions that ultimately shape attitudes toward a brand (Arkadan et al., 2024). When a service fails, customers experience negative emotions, and their perceptions determine their reactions. Thus, behavioral outcomes related to service recovery depend directly on negative emotions but indirectly on their perceptions (Valentini et al., 2020). A positive service experience improves overall quality and customer satisfaction, so companies strive to incorporate these elements into service design. Swanson & Davis (2003) analyzed the physical environment and demonstrated that contact center employees are responsible for what is delivered, and management is responsible for how the service is delivered.

METHODS

Data evaluation, methods for understanding findings, and the data collection process all shape data analysis, which in turn makes it easier, more precise, and accurate. This study used qualitative descriptive analysis as its data analysis approach. We did this to understand the data we collected. Triangulation validity testing techniques were used in data testing. This testing method verifies or compares data with existing data by using something other than the data itself to assess its accuracy (Moleong, 2017). The use of triangulation can provide the researcher with a stronger understanding of the observed events and address potential bias or validity issues in the research.

RESULTS

Results Interview

Strength In Application PLN *Mobile*

Table 1 Results Interview Strength (S) Application PLN Mobile with Users

What main advantages from PLN Mobile application			
N1 1	**N2**	**N3**	**N4**
its advantages Which First more make it easier We in overcome complaint in House. Good from meter congested,	According to I superiority PLN Mobile That For purchase token very easy	In the application PLN This mobile Already Good, yes. Because Previously if We want	If for application PLN mobile , its advantages Very good. For example, for

No can fill in credit, or disturbance others can be reported straight to PLN Mobile without must to	, for the price Also cheaper Because cost more admin cheap Also	search, and buy token or For do complaint, That his office. Now, with the application this is already made easier only through cellphone only.	help customer overcome disturbance. So customer No office For make complaint — Enough from House just through application. Besides That, customer Can buy credit or token electricity past application PLN Mobile with price Which more cheap compared to if buy in place other.
How related experience speed And convenience moment do transaction in PLN application Mobile?			
N1 1	**N2**	**N3**	**N4**
Reasonable fast, For its convenience easy Because can directly transaction And No complicated	For The speed it depends, usually fast. "But If currently update system or	"For In matter speed, transactions in PLN This mobile Already better from previously." We just	If talk question speed, That depends Internet Network Which We use. This application is very depends on connection data.

	the application Again	need	If the network
	process *Upgrade*	enter	a bit slow,
	that's quite good	number ,	the process So
	sometimes slow	then do	rather long. But
	also arrived"	payment,	besides That does not
	bgebug application	And mark	There is a problem

Weakness In Application PLN Mobile

Table 2 Results Interview Weakness (W) PLN *Mobile* Application with Users

Whether You experience difficulty or even experience disturbance or problem moment do transaction transaction through application PLN Mobile? If yes, can you tell me more?			
N1	**N2**	**N3**	**N4**
The difficulty	For Difficulties	For the difficulty There is	Difficulty That
when the network	sometimes more to	on the network	there is on
not currently	disturbance	the internet moreover Again	moment We beginning
the rest is stable	daily So right	in region East here	download
safe, And	There is a number of	Still not enough evenly.	, Because We
related to the disturbance	House condition	So Possible	Not yet know what
moment there is a promo	Which poor signal	the constraints in network	just Which
additional discount	so that	And If might also	we must
Power massive	transaction fail	if maybe traffic-	know in
definitely slow as far as	besides it is related	his when it's high, you can	application This
That , others	a number of	happen a bit slow.	the rest
No there is a disturbance	cellphone		his If Already
	And there is a disturbance,		network is slow, that's all, nothing else There is
Whether There is service features in the application which according to You No useful or confusing? Give an example.			
N1 1	**N2**	**N3**	**N4**
Clear There is, feature	Feature	Feature spklu ,Because	All
Marketplace	*Marketplace* e,	in Merauke only a few	useful Only

Because No Can opened , maybe because of us in Merauke Papua Which make We hard to access feature the different The same on the island of Java, Which all feature Can used , here difficult reachable.	Because Because Honest Just, feature That rather slow. Rather slow and for marketplace more people comfortable to choice Which other yes, because indeed Already Lots very marketplace Now,. And it seems like For at PLN Mobile Alone no need there is a marketplace And better focus on the service just	person Which use vehicle electricity Good, including I Which Not yet use it, so that feature the Not yet Lots needed by us public Merauke so that less effective	Not yet had time We use example feature record the meter independent, We Which have metaer prepaid No Maybe we use features mentioned only that, if Which other.safe We can use only Because That There is feature certain Which No used because of us No have something
			(the item) at home Which We use

Table 3 Opportunity (*Opportunities*) in Application PLN Mobile

What new features that you hope it can be added to application PLN Mobile ?			
N1 1	**N2**	**N3**	**N4**
I hope Feature new , expected to be able to	If feature, Maybe that's it Name change	Feature related notification in application as reminder we, if	If the feature Possible plus balance

enter balance direct So no need use code VA still making pay to move	meter electricity, like come back Name meter. The problem is Yesterday had time I also want come back Name meter in its terms, if the name changes usually there is a sale and purchase deed, etc., and it can be easier to be uploaded If via application. without hassle to service counter .	in has entered time fill in the token, so We can directly buy without sudden Again.	to be more easy to transaction.

According to Ladies and gentlemen What Which Can done For push interest use transaction more carry on?			
N1 1	**N2**	**N3**	**N4**
Increase promo in the application , Stages moment purchase token could be more shortened Again than e commerce other so kiya more comfortable for purchase token past PLN Mobile	"For push interest its use maybe more lots of socialization again in society ,Because Still many people which buy tokens at the counter" No through application PLN Mobile because maybe they No know if ad application or even from them from feature features payment Which	To encourage maybe in socialization right again, like give incentive for users just for example give cuttings discount so that so that we , public That will more Spirit in use application This	From the side please maybe can suggest Keep going to customer when they come counter Good in when public want to report , do buyer And other There is the good from they can For offer

Table 4 Challenge (*Threats*) In Application PLN Mobile

Have you ever used the services at other applications for payment services electricity? What Which make You choose application PLN Mobile compared to with application other when do transaction payment electricity?			
N1 1	**N2**	**N3**	**N4**
Once, Because use application M-Banking others.and Which make I prefer application This naturally more admin cheap .	I have, usually to compare *the* price, comparing how much it would cost to buy on the PLN mobile application and if you buy it on another application, what is the difference?	I Once use application other, because application Which of course main related electricity And if happen something	I No Once. I usually pay electricity at the post office or ATM, And for application on line only use PLN Mobile , me choose one application this is because faster , response

DISCUSSION

Analysis SWOT (Strength, Weakness, Opportunity, and Threat) on application PLN Mobile in PT PLN UP3 Merauke

Based on results interview together four source person users application PLN Mobile, can identified four aspect main in analysis SWOT Which describes the actual conditions of customer acceptance and experience of the application in the PT PLN UP3 Merauke area:

Strength (strength)

According to research published by Nuriyanto (2023), strengths are positive internal attributes possessed by an organization or product that provide a competitive advantage. Technology, service quality, location, and other supporting elements are just some of the organizational characteristics evaluated in the study of the strengths of the PLN Mobile application. The following are the strengths of PT PLN UP3 Merauke in improving mobile-based services:

Strength main PLN application Mobile, according to resource person Mother Astyntiara, one of the users, said that the benefits are ease of accessing services, speed in submitting complaints, and speed in purchasing electricity tokens. This statement is also presented similar by all sources who emphasized that this application has changed the customer service process which previously had to be done directly at the PLN office to being accessible only via mobile phone.

Mother Astyntiara And Father Francis Also to explain that , “customers don't need to office For make complaint, Enough from House just through application.” This indicates a marked increase in Perceived Effectiveness (PU), a fundamental idea in Davis’s (1989) Technology

Acceptance Model (TAM), which explains that people will accept and continue to use technology if they believe it increases the efficacy and efficiency of their tasks.

Findings This in line with results study Rahimi et al. (2018), Which States that perception of usefulness is the most dominant factor in determining intentions use application digital, specifically on sector service public. In In the context of PLN Mobile, the perception of ease in accessing complaints and purchasing tokens is an added value that strengthens the customer experience in a positive way.

In addition, the strength lies in the competitive price aspect, which is related to (cheaper admin fees) expressed by Mrs. Nema It also serves as a strategic strength in terms of customer value proposition. A Customer Value Proposition (CVP) is a collection of unique benefits and value a company promises to deliver to its target customers, distinguishing it from competitors (Hokkanen & Rintamäki, 2021). This demonstrates PLN Mobile's ability to provide economic benefits to users, strengthening its competitive advantage over third-party applications such as e-commerce or mobile banking.

Weaknesses

The main weakness in the PLN Mobile application This is due to the dependence on the internet network and technical system issues, such as bugs or slow applications during updates. Several sources, including Ms. Astiyntiara, Ms. Nema, and Mr. Andika, spoke. stated that transaction difficulties generally occur when the network is unstable or when the application is updating.

This finding strengthens the Perceived Ease of Use (PEOU) aspect of the TAM theory put forward. by Davis (1989). According to Davis, the more difficult A application used, the more low intention somebody For use it return. In context This, external factors like connectivity Internet become variables inhibitor reception technology in the Merauke region, which is known to have uneven digital infrastructure. These results are consistent with Putra's research & Yes sa (2023), It is emphasized that, in the application digital, intention purchase in a way direct influenced by convenience usage, while technical disruptions and unstable system performance can reduce user satisfaction and interest. In addition, features that are less locally relevant such as SPKLU (Gas Filling Station) Vehicle Electricity General) And Marketplace assessed No too beneficial by respondents in Merauke, where electric vehicle adoption remains low. This indicates that digital service customization is not yet fully adaptive to users' social and geographic conditions. This phenomenon indicates a gap between system design and local user needs. According to Holden & Karsh (2010), the implementation of public technology must take into account the socio-geographic context to maximize user adoption. In this case, features that are less contextual have the potential to reduce the application's utility. Furthermore, another weakness expressed was the lack of local relevance of the features. Interviewees 2 and 3 assessed that the Marketplace and SPKLU features had not provided any tangible benefits for users in Merauke, where electric vehicle usage is still minimal.

Opportunities

According to Fatimah (2016), opportunities are the external environmental conditions of an organization. Which can bring benefit And Also can used as weapon to advance business or organization.opportunities This referring to on condition or situation external outside the organization that can provide growth prospects for the organization's future development. Because companies are usually founded on the basis of possibilities, or potential For produce profit, component This important to start company. A company can develop And accepted with Good by the public in the short and long term by taking advantage of existing opportunities.

The opportunities faced and that need to be known by PT PLN UP3 Merauke in improving mobile banking services include: Opportunity related Hope from existence addition feature Which can increasing convenience and efficiency, such as the direct balance/top-up feature without using a VA code, feature come back Name meter electricity in a way on line, as well as feature notification reminder content monthly tokens. This is in line with the view of Kotler & Keller (2016) who stated that developing innovative features that are relevant to customer needs will increase customer value And push intention use repeated. With With this feature, users do not need to switch applications to make transactions, so the process becomes faster and more efficient.

Furthermore, opportunities are also seen in marketing and public education, particularly regarding digital outreach and education. According to various sources, the majority of Merauke residents are still unaware of PLN Mobile's capabilities, necessitating more comprehensive and ongoing outreach. This aligns with a study by Stark et al. (2022), which found that digital promotion and public education play a crucial role in building trust and intention to use digital applications in Indonesia.

If compared to with study other, results This similar with findings Muthalib & Hasan (2023) on users BSI Mobile, in where development feature And Offering promotions is an effective strategy for attracting customers. Just as BSI Mobile capitalizes on the vast potential of the Muslim market by enhancing creative features and offering discounts, PLN Mobile also has a significant opportunity to strengthen its position as a leading public service application in Indonesia, particularly by maximizing feature innovation and attractive incentives for customers.

Adding new features and strengthening the outreach strategy. The most anticipated features include: Internal balance system for faster transactions without having to go through a bank account as stated by the resource persons Mrs. Astyn and Mr. Francis. online electricity meter name change feature and automatic token purchase notification (Informant 3). These features represent user demands for increased Perceived Usefulness and Ease of Use, two core constructs in TAM. When the system is able to adapt to actual customer needs, customer engagement and behavioral intention will increase (Davis, 1989; Venkatesh & Davis, 2000). Besides feature, opportunity other located on socialization And education digital. According to various reports, the majority of Merauke residents are still unaware of PLN Mobile's capabilities, necessitating more comprehensive and ongoing outreach. This aligns with a study by Ilal et al. (2022), which found that digital promotion and public education play a crucial role in building trust and intention to use digital applications in Indonesia.

Threat (Challenge)

"threats" or " threats " is something external conditions Which appear from outside organization and have potential to endanger continuity term length of the company. This is the opposite of opportunities, because threats involve element outside Which Can bother operation daily company , like mobile application Which used customer in Merauke. Factors This, If No overcome quickly, it can become a serious obstacle that hinders the achievement of PT PLN UP3 Merauke's goals and mission in providing reliable electricity services.

Threat Which faced by PT PLN UP3 Merauke in effort improving mobile banking services are as follows:

Competition with application other (e-commerce , M- banking And e- Wallet)

Which Also provide feature purchase token electricity, matter This Also visible in the statement source person Which confess serine compare price between application and choose PLN Mobile because the administration fees are cheaper, while others continue to use other applications because they are used to them.

Concerns to privacy data

Some sources admitted to comparing prices between applications and choosing PLN Mobile because the administration fees were cheaper, while others continued to use other applications because they were used to them.

According to Kim et al. (2016), competition in the digital ecosystem requires public service providers to not only offer low prices but also build trust and improve service quality. Data security is also a factor. attention as source person Father Andika confess worry because the application asks for complete identity, it indicates a perceived risk that has the potential to reduce user trust.

According to Kotler & Armstrong (2015), threat Which originate from environment External factors require adaptive strategies and service innovation to keep organizations competitive. This aligns with research by Nuryanto et al. (2020), which explains that trust in security and privacy is a key factor in shaping purchase intention on digital platforms. This research, published in the Journal of Educational Management, by Sari & Hidayati (2023), is published in the Journal of Educational Management. show that factor trust And data security becomes variables important in forming intentions to use digital applications. Which is also in line with experience Resource persons Mr. Andika and Mr. Fransiscus which emphasizes the importance of OTP security and user privacy in increasing the sense of security when making transactions. Therefore, increasing the security and transparency of personal data management is necessary. become priority in strategy development PLN Mobile to front. Due to the challenges the biggest PLN Mobile bukSan only compete in a way technology, but Also in building trust And ensure security digital customer, especially in areas with limited network coverage

CONCLUSION

Ease of service access, time efficiency, lower administrative costs, and resolution complaint customer Which fast is a number of superiority main The PLN Mobile application, according to a SWOT analysis of the application for PT PLN UP3 Merauke customers. Based on the research findings, these advantages provide real benefits to users and help improve customer service in the PT PLN UP3 Merauke area. On the other hand, several weaknesses were still identified, such as dependence on network Internet, bug moment update system, as well as feature Which Not yet relevant in a way Local.

Low digital literacy and limited public understanding of app functions are obstacles to increasing app usage. More carry on, findings studies This show that PLN own option strategic, This includes the creation of new features like online name change services, instant balances, and token purchase notifications, along with a greater focus on digital promotion and outreach. However, PLN Mobile also faces threats from competition from e-commerce and mobile banking applications , low digital literacy, and user concerns. to security data, so that protection privacy And reliability system should be a serious concern.

Taking all things into consideration, this study offers an in-depth analysis of condition internal And external application PLN Mobile, including How The advantages, disadvantages, possibilities, and risks influence user acceptance levels in Merauke. These findings not only enrich academic understanding of SWOT analysis in the context of public digital services but also provide practical implications for PLN in designing strategies to increase application usage. Therefore, the most appropriate marketing strategy for PLN UP3 Merauke is the implementation of a combination of S–O, W–O, S–T, and W–T strategies.

This strategy focuses on developing innovative features, increasing digital literacy through continuous socialization, strengthening image application as service official And safe, as well as mitigation technical risks and data security. Consistent and targeted implementation of the strategy is expected to increase intention And intensity transaction customer, at a time strengthen position PLN Mobile as application service public Which reliable And easy accessible by public.

SUGGESTION

1. Carry out Socialization And Education Digital, in a way intensive to public through service counters, schools, universities and local communities so that users can understand the functions and benefits of the PLN Mobile application thoroughly so that customers will have a better understanding of PLN Mobile
2. Implementing collaborative and digital marketing strategies through Annual Collaboration *events , marathon events* , and integrated campaigns to introduce and raise public awareness of the use of PLN Mobile. Furthermore, strengthening collaboration through partnerships with MSMEs and partners. local, school, and community public, including optimization service *Payment Point Online Bank* (PPOB) and local *marketplaces* in Merauke City, to encourage increased application usage and expand user reach.
3. Do Developer with Release Application *Lite* , develop version "PLN *Mobile Lite* , which is lighter and data-efficient, adapts to network conditions in areas with limited internet infrastructure. It can be used even in remote areas of Merauke.
4. Make Regional Feature Adjustments, by reviewing Regional feature relevance so that the application is more contextual to customer needs in various regions, such as deactivating the SPKLU feature in areas with limited electric vehicle infrastructure.
5. And for the next research, it is hoped that we can compare the adoption of digital applications. more comprehensively, between the Eastern and Western regions of Indonesia, to understand the social, economic, and technological factors that influence the adoption of digital applications more comprehensively.

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