

Analysis of The Effect of Price Perception, Promotion Media, And Ease of Processing on customer decisions in utilizing PLN's Power-Up Promo Program at PT PLN (Persero) UP3 Pasuruan

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Abstract

Introduction/Main Objectives: This study examines the influence of price perception, promotional media, and ease of process on customer decisions to use the power-added promotional program at PT PLN (Persero) UP3 Pasuruan. Amid increasing electricity demand driven by technological advancement and economic growth, effective promotional strategies are required to improve service quality and electricity sales.

Background Problems: Although the power-added promotional program has been implemented as a strategic initiative, customer participation at PLN UP3 Pasuruan remains suboptimal. This condition is associated with differences in customer price perceptions, limited utilization of promotional media, and perceived complexity in the service process, which may hinder customer decision-making.

Research Methods: This study employs a quantitative approach using a survey method. Data were collected through structured questionnaires distributed to 260 respondents. The data were analyzed using multiple linear regression with SPSS version 26 to examine the partial and simultaneous effects of the independent variables on customer decisions.

Findings/Results: The results indicate that price perception, promotional media, and ease of process each have a positive and significant effect on customer decisions, both partially and simultaneously.

Conclusion: The study concludes that transparent pricing information, effective use of diverse promotional media, and simplified service processes are crucial in enhancing customer decisions and participation in power-added promotional programs.

Keywords: Price Perception, Promotional Media, Ease of Process, Customer Decision, PT PLN (Persero)



Introduction

The use of electrical energy has become a major need in the life of modern society. Almost all household, industrial, and business activities depend heavily on the availability of reliable and sustainable electricity supplies. Along with technological developments and economic growth, the need for electrical energy in Indonesia continues to increase every year. This condition is a challenge for PT PLN (Persero) to maintain the reliability of electricity supply while improving the quality of service to customers.

In the 2025 Work Plan and Company Budget (RKAP), PT PLN (Persero) targets electrical energy sales of 324.67 TWh, an increase of 6.13% compared to the previous year. Until September 2025, sales realization has reached 97.64% of the target, which is then downgraded to performance indicators in implementing units, including PLN UP3 Pasuruan. On the other hand, the capacity of electricity reserves in East Java is still relatively high, so efforts are needed to increase electricity consumption so that the capacity that has been paid to power plants, especially IPPs, can be used optimally.

In response to these conditions, PLN launched a power-up promo program at a more affordable cost than the regular tariff. This program aims to provide convenience for customers while encouraging an increase in national electricity consumption. However, the implementation of this program at PLN UP3 Pasuruan has not been fully optimal. Some customers consider the promo price not attractive enough, the limitations of promotional media cause a lack of information, and the application process is considered still complicated.

This condition indicates a gap between the program's objectives and the level of customer participation. A number of previous studies have shown that the ease of use of digital services and the quality of processes affect customer satisfaction and decisions. However, studies that specifically discuss power-added promo programs are still limited, even though this program has special characteristics related to price perception, promotion strategies, and ease of process.

Price perception plays an important role in shaping customer decisions, especially regarding affordability, price fairness, and comparison with previous experiences. Promotional media also influences decisions through message appeal, clarity of information, promotion intensity, use of various communication channels, and credibility of information sources. Meanwhile, the ease of the process includes simplicity of procedures, administration, speed of service, ease of digital access, and officer responsiveness. These three factors are believed to have a significant influence on customer decisions in utilizing PLN's power-up promo program.

Research Methods

This study uses a quantitative approach, which aims to test the causal relationship between variables through statistical analysis. The quantitative approach was chosen because it is able to measure the influence of variables objectively and systematically through numerical data, and is suitable for testing hypotheses that have been formulated. This research is quantitative descriptive, namely describing and analyzing the influence of price perception variables, promotional media, and ease of process on customer decisions in using the electricity increase promo program.

The purpose of this study is to determine the simultaneous and partial influence of price perception, promotional media, and ease of process on customer decisions to use power-up promos at PT PLN (Persero) UP3 Pasuruan. The research was carried out in the work area of

PT PLN (Persero) UP3 Pasuruan which includes the City and Regency of Pasuruan as well as the City and Regency of Probolinggo. The research period lasted for three months, from November 2025 to January 2026, which consisted of the initial observation stage, data collection, and data processing and analysis.

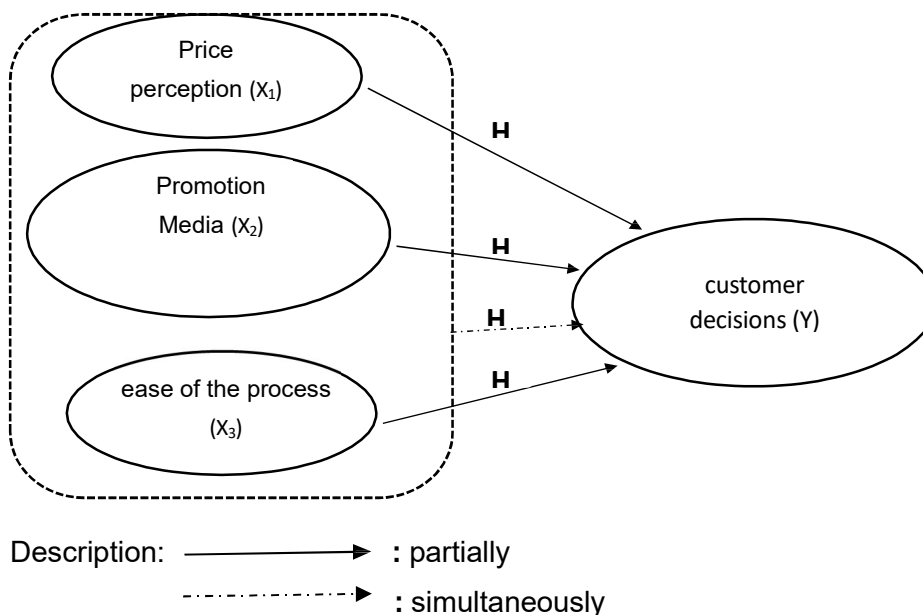
The population in this study is all customers of PT PLN (Persero) UP3 Pasuruan who use the power-up promo program in November 2025, with a total of 738 customers. The determination of the number of samples was carried out using the Slovin formula with an error rate of 5%, so that a sample of 259 respondents was obtained, which was then rounded to 260 respondents. The sampling technique was carried out randomly to provide an equal opportunity for each member of the population.

The data collection method uses primary data sources, namely through questionnaires distributed to respondents. The questionnaire contains statements that are compiled based on the indicators of research variables and filled out according to the conditions felt by the respondents. The data obtained is then tested for validity and reliability to ensure the quality of the research instrument. Furthermore, the data was analyzed using multiple linear regression analysis to determine the magnitude of the influence of independent variables on dependent variables, both partially and simultaneously, as the basis for testing the research hypothesis.

Result

A. STATISTIC TEST RESULT

Figure 1 Conceptual Framework of the Study



Source: data processed by the researcher, 2025

Based on the validity test results presented in Table 1, all statement items across all variables show r -calculated values greater than the r -table value of 0,121 ($n = 260$; $\alpha = 0.05$). The correlation values (r -calculated) for each indicator range from 0.325 to 0.867, indicating that each item has a sufficiently strong relationship. Therefore, all indicators are declared valid because they meet the criterion of r -calculated $>$ r -table (0.121). This means that each

statement in the questionnaire is able to accurately and consistently measure on customer decisions.

Table 1 Research Instrument Validity Test

Variable	X1	X2	X3	Y
X1.1	0,575			
X1.2	0,566			
X1.3	0,556			
X1.4	0,523			
X1.5	0,438			
X2.1		0,357		
X2.2		0,397		
X2.3		0,425		
X2.4		0,349		
X2.5		0,325		
X3.1			0,468	
X3.2			0,444	
X3.3			0,385	
X3.4			0,504	
X3.5			0,456	
Y1				0,811
Y2				0,709
Y3				0,813
Y4				0,867
Y5				0,826

Source: SPSS version 26.0., data processed, 2025

Table 2 Research Instrument Reliability Test

Variable	Cronbach's Alpha Value
Price perception	0.875
Promotion media	0.879
Ease of the process	0.877
Customer decisions	0.866

Source: SPSS version 26.0., data processed, 2025

Based on the reliability test results presented in Table 2, Price perception variable obtained a Cronbach's Alpha value of 0.875, Promotion media variable 0.879, Ease of the process variable 0.877, and Customer decisions variable 0.866. These values indicate that all variables have good reliability, as they exceed the minimum required threshold of 0.60. Therefore, it can be concluded that all questionnaire items are consistent and appropriate for measuring the research variables, and the analysis can proceed to the next statistical stages, such as classical assumption testing and multiple linear regression analysis.

B. CLASSICAL ASSUMPTION TEST RESULT

The normality test results using SPSS 26 through the Normal Q Plot for each variable show that the distribution of data points does not perfectly follow the diagonal line. Although there are slight deviations in the lower part of the plot, the overall pattern of the data points remains close to the diagonal line. This indicates that the data for each variable tends to be normally distributed, and thus the normality assumption can be visually accepted.

The multicollinearity test results show that the three variables Price perception, Promotion media, and Ease of the process have Price Perception (X1) tolerance value $0.983 > 0.1$ and VIF value $1.017 < 10$. Promotional Media (X2) with a tolerance value of $0.981 > 0.1$ and a VIF

value of $1.019 < 10$. Ease of Process (X3) tolerance value $0.992 > 0.1$ and VIF value $1.008 < 10$.

C. Simultaneous Significance Test (F Statistic Test)

Table 3 F Statistic Test

Model	F	Sig.
Regression	86.867	.000
Residual		
Total		
Customer decisions		

Source: SPSS version 26.0., data processed, 2025

Based on table 3 the significance value of < 0.000 and less than 0.005 and $F_{\text{calculate}} > F_{\text{of the table}}$ which is $86.867 > 2.63$. This explains that the independent variable (X) has a simultaneous effect on the dependent variable (Y) then it can be concluded that independent variables of price perception, promotional media and ease of process affect customer decisions to use power-up promos.

D. Coefficient Of Determination

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.504	.499	2.73986

Source: SPSS version 26.0., data processed, 2025

Based on table 4 by looking at the R^2 of 0.504 or 50.04% , it can be concluded that independent variables of education costs, quality of educational services and references affect and explain the dependent variables of parental satisfaction of 50.04% and there are other variables that affect and explain the dependent variables of 49.96% and are not included in this research model.

E. Individual Parameter Significance Test (t-Statistic Test)

Table 5 t-Statistic Test

No	Model	t	Sig	VIF
1	Constant	-7.317	.000	
2	X1	12.094	.000	1.017
3	X2	9.190	.000	1.019
4	X3	7.203	.000	1.008

Source: SPSS version 26.0., data processed, 2025

Based on table 5 Price Perception (X1) calculated t value of $12,094 > t_{\text{table}}$ of 1.97 and significance value $0.00 < 0.05$, then the hypothesis (H1) is accepted because price perception (X1) has an influence on the decision to use promos. Promotional Media (X2) calculated t value of $9,190 > t_{\text{table}}$ of 1.97 and significance value $0.00 < 0.05$, then the hypothesis (H2) is accepted because promotional media (X2) has an influence on the decision to use promos. Ease of Process (X3) the value t of the calculation is $7,203 > t_{\text{table}}$ of 1.97 and the significance value is $0.00 < 0.05$, then the hypothesis (H3) is accepted because the ease of process (X3) has an influence on the decision to use the promo.

F. Multiple Linear Regression Test

Table 6 Multiple Linear Regression Test

No	Model	Unstandardized Coefficients B
1	Constant	-13.146
2	X1	.600
3	X2	.514
4	X3	.381

Source: SPSS version 26.0., data processed, 2025

Based on table 6 the value can be obtained calculated $\alpha = -13,146$; $\beta_1 = 0.600$; $\beta_2 = 0.514$; $\beta_3 = 0.381$. Using the Y multiple linear regression equation is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

$$Y = -13.146 + 0.600 X_1 + 0.514 X_2 + 0.381 X_3$$

With the above equation, it can be concluded The value of the constant $\alpha = -13.146$ assuming that the whole value of $X = 0$ then the value of $X Y$ is -13.146 , The value of the price perception coefficient of 0.600 means that the cost of price perception increases customer decisions by 0.600 and if there are no price perception variables, customer decisions decrease by 0.600 . The value of the proomosi media coefficient of 0.514 means that the promotional media increases customer decisions by 0.514 and if there is no price perception variable, then customer decisions decrease by 0.514 . The value of the ease of process coefficient of 0.381 means that the speed of the process increases customer decisions by 0.381 and if there is no price perception variable, the customer decision decreases by 0.381 .

Discussion

Price Perception (X1) significant positive effect on Customer Decisions (Y) Based on the Multiple Linear Regression Test above, it can be concluded that price perception affects the high and low of the customer's decision to use the power-up promo at PT PLN UP3 Pasuruan. This is because the affordability of prices makes customer interest increase. Meanwhile, according to Research by Putri, A. N. A. (2023), using price perception as one of the main variables that influence customer decisions. Kotler & Keller (2016) explain that consumers tend to compare prices with their regular income and expenses. If the price is judged according to economic ability, then the perception of the product will be positive. Promotional media (X2) significant positive effect on Customer Decisions (Y), Based on the Multiple Linear Regression Test above, it can be concluded that promotional media has an effect on the high and low decision of customers to use the power increase promo at PT PLN UP3 Pasuruan. This is because the ease of obtaining information increases customer interest. According to research conducted by Galuh Riwanda ¹, Mayla Surveyandini ², Enrico Aziezy ³ (2025), using promotional media is one of the main variables that influence customer decisions. Kotler and Keller (2016), promotion is one of the important elements in the marketing mix that functions to communicate the benefits of products or services to customers. Ease of Process (X3) significant positive effect on Customer Decisions (Y), Based on the Multiple Linear Regression Test above, it can be concluded that the ease of the process affects the high and low of the customer's decision to use the power increase promo at PT PLN UP3 Pasuruan. This is because the ease of the process makes customer interest increase. According to research conducted by Hafiz ¹, Marlina Widiyanti ², Aslamia Rosa ³, Muchsin Saggaf ⁴ (2023), the

influence of service quality is used as one of the main variables that affect customer decisions. This concept is in line with *the theory of Service Simplicity* described in the service quality literature by Christopher Lovelock, which states that a service process that is not convoluted and has minimal requirements will improve customer comfort and satisfaction.

Conclusion

The findings of this study, based on an analysis of 260 customers who utilized the *power-up promo* at PT PLN (Persero) UP3 Pasuruan, demonstrate that several key factors significantly influence customer decision-making. First, the perception of promotional pricing exerts a positive and significant effect, as affordability compared to regular tariffs encourages customers to adopt the program. This highlights the importance of competitive pricing strategies in shaping consumer behavior within the utility sector.

In addition, promotional media play a crucial role in strengthening customer decisions. The extensive dissemination of information through both print and electronic channels increases awareness and motivates customers to participate in the promo. This suggests that the effectiveness of promotional campaigns depends not only on their reach but also on their ability to deliver clear and persuasive messages.

The ease of process further contributes to customer decision-making. Simplified administrative procedures and efficient service delivery enhance customer convenience, thereby reinforcing their willingness to engage with the program. This finding underscores the operational dimension of service quality as a determinant of consumer choice.

Finally, when considered simultaneously, the perception of price, promotional media, and ease of process collectively exert a positive and significant influence on customer decisions. Customers tend to prioritize economic considerations, followed by informational clarity and operational efficiency. This integrated perspective emphasizes that successful promotional strategies in the utility industry must balance affordability, effective communication, and streamlined service processes to maximize customer participation.

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