

The Influence of Service Social Skills, Customer Orientation and PLN Service Expertise on Service Friendships, Trust and Its Impact on Customer Compliance

NoerSoeratmoko¹, Amiartuti Kusmaningtyas², Hotman Panjaitan³

^{1,2,3}(Economics and Business, August 17, 1945 Surabaya University, Indonesia)

*Corresponding Author: Noer Soeratmoko

ABSTRACT: This study aims to determine the effect of service social skills, customer orientation and PLN service expertise on service friendships, trust and their impact on customer compliance at PLN Main Units in South and Central Kalimantan. The research population is 18,915, PLN customers. Using the Slovin formula with a tolerance of 5%, the number of samples was 392 respondents. Test the model with Generalized Least Square Estimation (GLS) SEM. The test results show that the model (fit) can be seen from the values of GFI, AGFI, TLI, CFI, RMSEA and CMIN/DF, which are 0.912, 0.934, 0.952, 0.963, 0.067 and 0.906, all of which are in the range of expected values so that the model can be used. accepted. The results showed that: 1). Service social skills affect service friendships and customer compliance. Meanwhile, Service social skills have no effect on the trust of PLN customers. 2). Customer orientation has an effect on service friendships. Meanwhile, customer orientation has no effect on trust and PLN customer compliance. 3). PLN service expertise affects the service friendships, trust and customer compliance of PLN customers. 4). Service friendships affect trust, and customer compliance of PLN customers. 5). Trust has an effect on customer compliance of PLN Main Unit customers in South and Central Kalimantan. Given the large role of service friendships on customer compliance of PLN customers, it is recommended that the management always improves service friendships by conducting dyadic relationships. Thus, it is expected that customers will be happy to pay the electricity bill in accordance with the specified time..

KEYWORDS: -Service social skills, Customer orientation, PLN Service expertise, Service friendships, Trust, VCustomer compliance

I. INTRODUCTION

In a business activity, one indicator that reflects the health of the company is the smooth cash inflow from sales. Each sale is expected to immediately generate income which will increase the company's financial liquidity. The faster the cash flow comes in, the better for the company's condition. This condition will be realized if there is good cooperation with customers as buyers of the company's products. In other words, it is necessary to practice ethical business and mutual respect between the two parties, so that in the long term a mutually beneficial relationship will be created. Ethical behavior must be carried out not only by producers, but also by customers, it requires cooperation from both parties.

In fact, everyday human behavior is influenced by various things. Bandura (1977) in Social Cognitive Theory (SCT), states that human behavior is principally the result of dynamic interactions between personal factors, behavior, and the social environment. Bandura calls it a reciprocal deterministic model consisting of three main factors, namely: behavior, person/cognitive and environment. These factors interact with each other in the learning process. A person's thoughts and emotions are developed and modified by social influences in the environment in which a person is located that influence behavior (Dellande et al., 2004). The basic premise of SCT is that people learn not only through their own experiences, but also by observing the actions of others and the results of those actions.

Jiun-Sheng and ChrisLin (2011), found that Service Social skills, Customer orientation, and Service expertise of the provider, have a positive effect on Service friendship and Customer's compliance, where customer satisfaction will anticipate interactions with customers in the future.

On the other hand, someone who obeys company rules can be caused because the company is quite skilled in providing services to customers (Service Social Skills). Service social skills in question are skilled in interacting and communicating in specific ways that are acceptable and beneficial to other parties/customers (volunteer to help, have empathy, generosity and so on) (Comb and Slaby, 1977). Raharso's (2016) study shows the relationship between service social skills and trust. In the long run, this situation will certainly benefit the company.

In addition to service social skills that also need to get the company's attention is the customer orientation. The desire to help/serve others in meeting and knowing the needs of other people/customers, can be

applied as a corporate culture, and if it goes well it will be an added value to the company (Henry, 2005). Another thing related to the services that the company can provide is expertise in service, which is meant is deep expertise in a particular field that can be provided to customers. When the services required are relatively complex and can be needed by customers at any time, it is necessary to have people who are experts in their fields who become the core business of the company concerned. In such conditions the relationship between the company and the customer is very important (Crosby et al., 1990; Hausman, 2004).

Service providers with proven service expertise often seek to build close and mutually beneficial social bonds (service friendship) with customers (Barns, 1997; Gwinner et al., 1998). Familiarity and perceived social benefits of friendly relationships (Patterson and Smith, 2001) will increase the customer's willingness to comply with what the company dictates (Kelly et al., 1992).

The emergence of a sense of friendship between customers and the company will gradually lead to customer trust in the company. Existing trust can then influence customers to comply with the rules set by the company (Kirchler et al., 2010; Kastlunger et al., 2013). Trust has an important role in building relationships between consumers and providers of goods or services. Prastiwi's study (2018), proves that there is a relationship of trust to customer compliance. Fair behavior of tax authorities will increase trust in taxpayers, and this trust will increase taxpayer compliance (Sellywati et al., 2017). The influence of tax authority behavior on public compliance in paying taxes is also reflected in the phenomenon of customer compliance of PT PLN (Persero) South Kalimantan and Central Kalimantan Main Units in paying electricity bills, if the customer trusts PLN, the customer will comply. in paying electricity bills.

The speed of income cash flow for a company like PT PLN (Persero) Parent Unit for South and Central Kalimantan is one of the most important performance indicators for the company unit. PT PLN customers, who do not comply or are in arrears in paying electricity bills are high. Arrears on electricity bills by customers occur every month from time to time and tend to stagnate, This means that every month a billing or forced effort must be made according to the SOP in the form of temporary termination, so that arrears in the electricity bill of the customer can be controlled. Highest arrears will disrupt the company's financial performance. The following is data on the trend of electricity account arrears that occurred at PT PLN Main Unit, South and Central Kalimantan from month to month, which was processed by the author with data sources from the Management Report Information System Application (SILM). While the number of customer trends is in arrears every month from 2018-2019 as shown in the following graph.

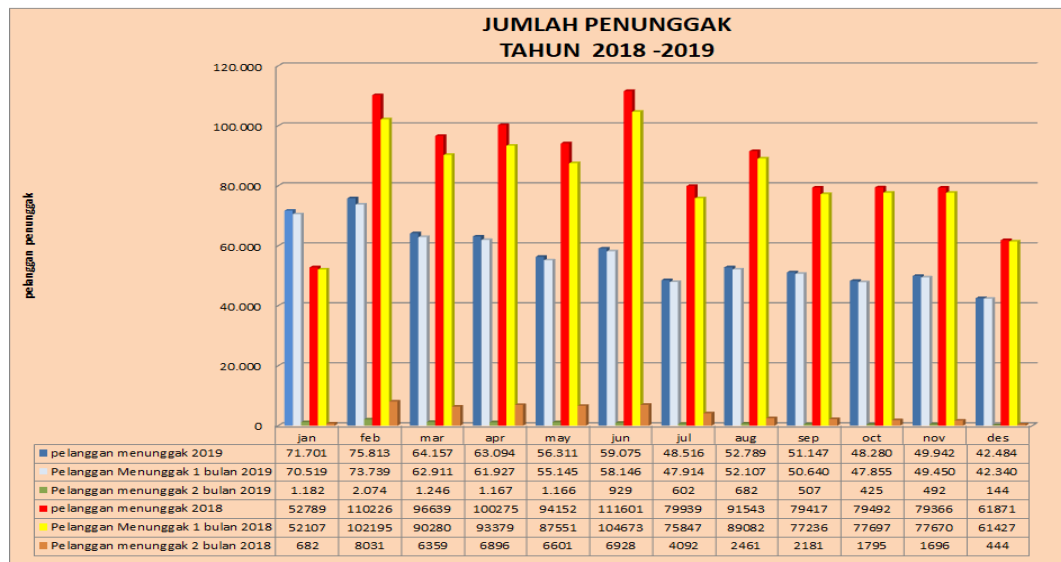


Figure 1: Graph of Trends in Arrears of Customers every month in 2018-2019

From Fig. 1, it can be seen that the position of arrears on electricity bills for general customers is in the range of 9 billion rupiah or an average of around 50 thousand general customers who are in arrears. This value is a very high value that needs serious attention.

Ease of payment is also a concern for PLN management. This makes it easier for customers to make electricity bill payments, customers do not need to go to a location far from where they live. This is one of the convenience services provided by PLN, for customers, and its impact on PLN is that it can reduce the amount of receivables. The bilman officer as the spearhead of service to customers where his job is to read the customer's meter number and also carry out billing is also equipped with an Electronic Data Capture (EDC) or mobile phone that can be used to serve electricity bill payments by customers when billing is done.

Of the total arrears, it is dominated by household tariff customers, especially small household customers R1 450 and R1 900, then those in the category of capable households are R1M 900, R1 1300, R1 2200, R2, R3 and the rest are other tariff customers, namely S2, B1, B2, B3, I1, I2, P1. Since the Covid 19 outbreak began in January 2020, customers who fall into the category of being unable to receive payment assistance (stimulus) by the government, namely customers with Tariffs of R1 450 and R1 900 so that customers at these rates are generally paid off without any arrears. For customers with tariffs of R1M 900, R1 1300, R1 2200, R2, R3 and others, are included in the able category so they do not receive a stimulus. There are still many customers who fall into the able category who are always in arrears in payment.

From the arrears phenomenon that occurs and the services provided by the PLN Main Unit for South and Central Kalimantan, it is interesting to serve as an object of research and testing of models developed from research conducted by Jiun-Sheng and Chris Lin. Based on the idea of Social Cognitive Theory that a person's behavior can occur due to the influence of personal and environmental factors, the problem of customer compliance in this study was solved by testing and analyzing Service Social Skill, Customer Orientation, PLN Service Expertise, Service Friendship and Trust. Obedient behavior of a person can be caused by their own experience to obey or from observing the actions of others and environmental influences, through observing others when they obey or not and whether they will get rewards or punishments. This situation will affect a person's actions in behavior. If the company/service provider can understand how the customer complies with what has been determined, the service provider can seek ways to make the customer always comply and ultimately increase customer satisfaction and retention (Bowman et al., 2004).

From the research model of Jiun-Sheng and Chris Lin (2011), that Service Social skills, Customer Service Orientation, Service Provider Expertise have an effect on Service Friendship and then have a positive effect on Compliance. Sellywati et al.'s research. (2015), that trust has a positive effect on compliance behavior in Malaysia. Both of these studies have an effect on compliance so that this makes the author's thoughts to replicate and combine the two journals so as to form a new model as a novelty of this research that has never existed before. The model can be seen in Fig. 2.

II. LITERATURE REVIEW AND HYPOTHESES

Cognitive Social Theory, was originally a social learning theory which was principally a theory about learning to imitate. Social cognitive theory is a theory that focuses on a person's capacity/ability to learn something by experiencing it firsthand (Bandura, 1977). According to Bandura, a person's behavior can occur through the interaction of three factors where one another determines each other, influences each other reciprocally, namely: individual, environment and behavior. The interaction of these three factors is called Triadic Reciprocal Determinism. According to social cognitive theory, behavior is dynamic, depending on environmental and individual factors, all of which influence one another. This interaction continues between individual factors, behavioral factors and environmental factors and is called reciprocal influence. The model illustrates that human functions are the result of interactions between behavior (behavior: actions and decisions), individuals (person: internal competencies, cognitive, emotional and physical), and the environment (environment: external, spaces, laws, objects). Cognitive social theory is used to understand, predict and change a person's behavior.

Based on this understanding, the socio-cognitive theory in this study can be interpreted that a person's behavior in this case customer complaints can be influenced by other people, in terms of social skills in serving customers (service social skills), expertise in serving customers (PLN service expertise), customer service, friendly service (service friendship), and trust from customers. In addition, a person's behavior can also be influenced by the service environment created by the service provider to meet the needs of its customers (customer orientation). There is also the definition of each variable can be explained as below.

2.1 Service Social Skills

Social service skills are abilities that appear in the action, are able to find, sort and manage information, are able to learn new things that can solve everyday problems, have communication skills both verbally and in writing, understand, appreciate, and are able to work with people. Other diverse, capable of transforming skills, and/or academic abilities and adapting to the development of society. (Cartledge and Milburn, 2012).

2.2 Customer orientation

Customer orientation is a belief that customer needs and satisfaction are a priority for the company. Thus, knowing customer desires and satisfying customers is the main concern of the company (Narver and Slater, 2000).

2.3 PLN Service Expertise

PLN Service Expertise is a form of good quality service in terms of technology, employees and facilities provided by PLN to customers (Zeithaml, Berry, and Parasuraman, 2009).

2.4 Service Friendships

Service Friendships in this study PLN are likened to friends, meaning that PLN must be willing to sacrifice themselves in terms of time, energy, and costs voluntarily for the common good, namely the good of consumers and PLN (Craighead and Nemeroff, 2014)

2.5 Customer trust

Customer trust is the belief of customers that a product (goods/services) has various attributes and benefits from these attributes (Blanchard, Olmstead and Lawrence, 2019).

2.6 Customer Compliance

Compliance is interpreted as a passive attitude to obey, subject to applicable rules (Anggraeni and Kiswaran, 2011).

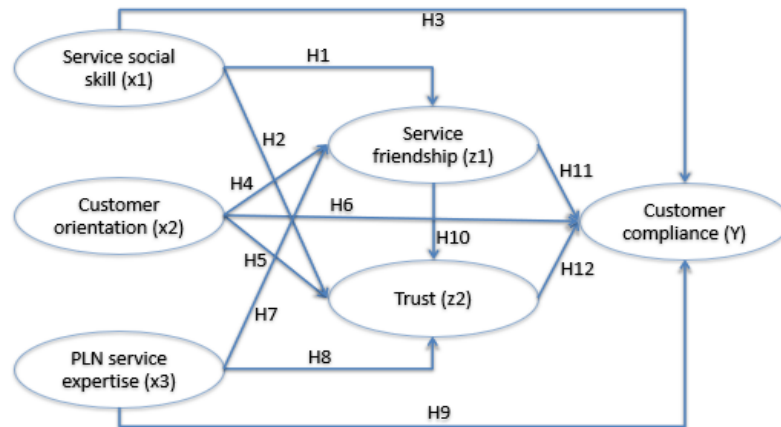


Figure2:Conceptual Framework

2.7 Research Hypotheses

In this study, the research hypotheses are as follows:

1. Service social skills have a significant effect on service friendships of PLN customers
2. Service social skills have a significant effect on PLN customer trust
3. Service social skills have a significant effect on customer compliance of PLN customers
4. Customer orientation has a significant effect on the service friendships of PLN customers
5. Customer orientation has a significant effect on PLN customer trust
6. Customer orientation has a significant effect on customer compliance of PLN customers
7. PLN service expertise has a significant effect on service friendships of PLN customers
8. PLN service expertise has a significant effect on PLN customer trust
9. PLN service expertise has a significant effect on customer compliance of PLN customers
10. Service friendships have a significant effect on PLN customer trust
11. Service friendships have a significant effect on customer compliance of PLN customers
12. Trust has a significant effect on customer compliance of PLN customers

III. RESEARCH METHODE

3.1 Research Subjects

The population of this study is 18,915 customers in arrears as of October 2019. Referring to the Slovin formula with a tolerance of 5%, then the sufficiency of the sample is = 392 respondents. In this study, sampling was taken using the proportional random sampling method. Next, the sample size of respondents for each location is determined by the proportional allocation formula as shown in Table 1.

Table 1. The number of research samples for each UP3 is according to the data for October 2019

NO	UNIT	POPULATION CUSTOMERS ARRANGE(Ni)	OF IN	TOTAL SAMPLES (n)	SAMPLE UP3 (Ni) ni=(Ni /N) x n
1	UP3 BANJARMASIN	5859		392	122
2	UP3 BARABAI	2357			49
3	UP3 KOTABARU	4083			85
4	PALANGKARAYA	5292			110
5	KAPUAS	1228			26
		TOTAL POPULATION(N) = 18.915			392

Source: Data processed

3.2 Research Measurement

The Service Social Skills variable was measured using 4 indicators adopted from Cartledge and Milburn (2012), namely: Environmental behaviors, Interpersonal behaviors, Self-Related behaviors, and Task-Related behaviors. The customer orientation variable is measured using 4 indicators adopted from Narver and Slater (1990), namely: Understanding customer needs, Understanding customer priorities, Following up on customer input systematically, and Conducting customer satisfaction surveys. The PLN Service Expertise variable was measured using 5 indicators adopted from Zeithaml, Berry, and Parasuraman (2009), namely: Tangibles, Reliability, Responsiveness, Assurance, and Empathy. The Service Friendships variable was measured using 5 indicators adopted from Craighead and Nemeroff (2014), namely: Dyadic relationships, caring and caring (affects), Voluntary, egalitarian, and friends in doing activities together. The variable of customer trust is measured using 4 indicators adopted from Blanchard, Olmstead and Lawrence, (2019), namely: Able, Believable, Connected, and Dependable. The customer compliance variable is measured using 3 indicators adopted from Anggraeni and Kiswaran (2011), namely: Having a PLN customer number, Reporting meter records properly and correctly, and always paying bills on time.

IV. RESULT AND DISCUSSIONS

4.1. Characteristics of Respondents

Based on the Tariff Group, it can be seen that the respondents who are included in the R1M(900) Tariff Group are 26.8%, as many as 105 people. Respondents included in the Tariff Group R1(1300) 57.9%, as many as 227 people, Respondents belonging to the Tariff Group R1(2200) 15.3%, as many as 60 people. Meanwhile, the Industrial Tariff Group does not exist. Based on the age group, that the number of respondents included in the age group 18-30 years was 21.9% (86 respondents) of the total respondents, the number of respondents included in the age group 31-40 years was 24.7% (230 respondents) of the total respondents, age group 41-50 years as much as 19.4% (76 respondents). Based on gender, it can be seen that the male respondents were 61.5%, namely as many as 241 people while women consisted of 38.5%, namely as many as 151 respondents. Description of respondents based on occupation, in general it can be seen that most of the respondents are farmers, as many as 205 respondents (52.3%). The second largest respondent group is the private employee respondent group, as many as 91 respondents (23.2 %). The civil servant respondent group, as many as 64 respondents (16.3%). The rest are TNI/Polri, as many as 32 respondents (8.2%) of the total respondents.

4.2 Results Testing Instrument

The results of testing the validity showed significant for all indicators or the item in question, which means that the indicators or items of questions for each of the variables included in the questionnaire have been eligible validity. From the results of Pearson product moment correlation, it is known that all of the questionable items on the questionnaire correlated significantly to the error rate of 5% (** <0.05), so we can say all of the item in question is valid and can be processed further.

Reliability test results with test Cronbach alpha (α) in this study indicate that all variables of the study are reliable, since the entire value of the alpha coefficient of each variable larger study of standardized (0.6), so that each item question on measurement instruments can be used. The value of the corrected item total correlation of the entire item in question is greater than 0.3.

4.3 Confirmatory Factor Analysis

Results of confirmatory factor analysis of the measurement model of research based on the results of statistical tests, obtained value of the loading factor for each indicator forming a study variable is greater than 3, therefore, all indicators of research variables are indicators that significantly shape each study variable.

Table 2: Confirmatory Factor Analysis

Research variables	Relationship	C. R.	Loading Factor (λ)	Probability
Service Social Skills	Service → X1.1	2.000	2.000	0.000
	Service → X1.2	8.647	8.647	0.000
	Service → X1.3	8.099	8.099	0.000
	Service → X1.4	6.284	6.284	0.000
Customer orientation	Orien → X2.1	9.689	0.923	0.000
	Orien → X2.2	2.000	0.670	0.000
	Orien → X2.3	4.896	0.411	0.000
	Orien → X2.4	6.842	0.539	0.000
PLN Service Expertise	Exper → X3.1	2.000	0.459	0.000
	Exper → X3.2	6.267	0.753	0.000

	Exper → X3.3	6.052	0.574	0.000
	Exper → X3.4	6.246	0.834	0.000
	Exper → X3.5	4.064	0.327	0.000
Service Friendships	Friend → Z1.1	2.000	0.930	0.000
	Friend → Z1.2	9.604	0.717	0.000
	Friend → Z1.3	4.168	0.307	0.000
	Friend → Z1.4	5.285	0.375	0.000
	Friend → Z1.5	5.642	0.398	0.000
Trust	Trust → Z2.1	2.000	0.541	0.000
	Trust → Z2.2	7.602	0.822	0.000
	Trust → Z2.3	7.250	0.781	0.000
	Trust → Z2.4	4.104	0.323	0.000
Customer compliance	Compli → Y.1	2.000	0.941	0.000
	Compli → Y.2	2.938	0.481	0.000
	Compli → Y.3	4.635	0.784	0.000

Source: SEM output

4.3. Goodness of Fit Test

The results of data processing using a sample of 392 shows Chi-square is 231,104 with a probability of 0.051. Meanwhile, from GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF respectively 0.924, 0.913, 0.952, 0.963, 0.067 and 0.906, all within the range of acceptable values. The results are shown in Fig.3.

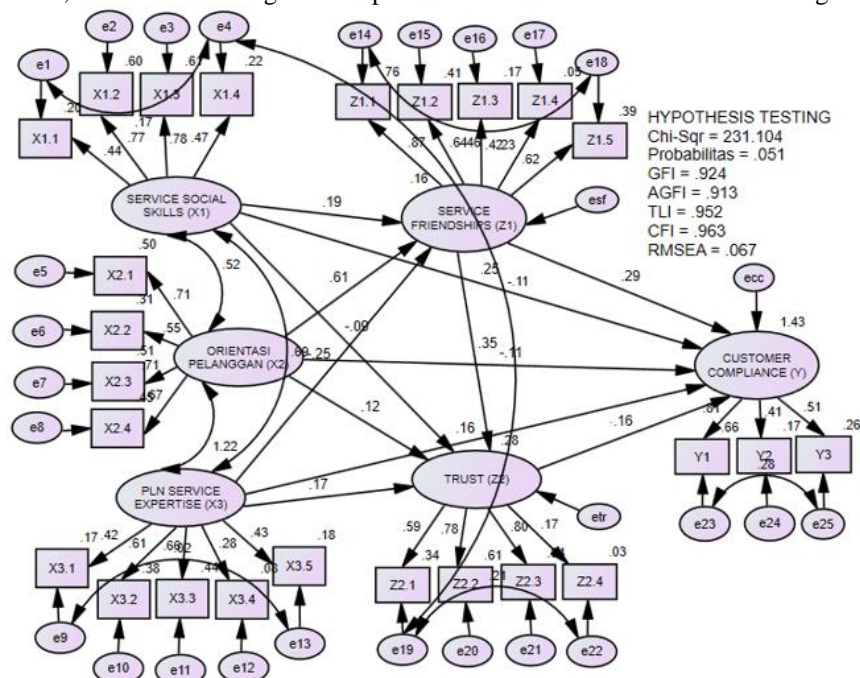


Figure 3: Coefficient of Research Model Path

4.5. Hypothesis testing

Hypothesis testing is done based on the estimated value of the parameters of the research model shown in Table 2.

Table 3: Hypothesis Testing

H	Relationship	Standardized Coefficient	C.R	P	Decision
H1	Service → Friend	0.194	2.747	0.021	accepted
H2	Service → Trust	-0.088	0.894	0.371	rejected
H3	Service → Compli	0.255	6.087	0.000	accepted
H4	Orien → Friend	0.613	3.913	0.000	accepted
H5	Orien → Trust	0.116	1.195	0.232	rejected

H6	Orien → Compli	-0.113	1.309	0.191	rejected
H7	Exper → Friend	0.251	3.695	0.000	accepted
H8	Exper → Trust	0.166	2.927	0.000	accepted
H9	Exper → Compli	0.158	2.412	0.016	accepted
H10	Friend → Trust	0.354	3.508	0.000	accepted
H11	Friend → Compli	0.295	3.542	0.000	accepted
H12	Trust → Compli	0.159	2.363	0.018	accepted

V. CONCLUSION AND RECOMMENDATIONS

From the results of testing the model in this study, being able to explain the relationship between service social skills, customer orientation, and PLN service expertise, service friendships, trust and customer compliance, has resulted in the conclusion that the research model is the right model to describe service friendships, trust and customer compliance at PLN Main Units in South and Central Kalimantan. The results in this study are very important because there are stages of influence from each factor and construct that runs in a tiered (recursive) way, namely the service social skills, customer orientation, and PLN service expertise variables positively affect the service friendships and trust variables, which further affect customer compliance. The results of this study are a significant contribution, especially in Cognitive Social Theory, and service marketing strategies.

Based on the results of the analysis and hypothesis testing of the research that has been done previously, the following conclusions can be drawn from this study: (1). Service social skills affect the service friendships of PLN Main Unit customers in South and Central Kalimantan. This shows that with good service social skills, it will encourage the increase of service friendships. So it can be concluded that service social skills which consist of environmental behaviors, interpersonal behaviors, self-related behaviors, and task-related behaviors, if done well and are always improved, service friendships will increase. The results of the study are in line with the findings of Hausman (2018), and Gwinner et al. (2008). (2). Service social skills have no effect on customer trust for PLN Main Units in South and Central Kalimantan, this shows that Service social skills have not been able to increase customer trust. The results of the study are not in line with the findings of Raharso (2016); Futuwah and Mardhiyah (2019). (3). Service social skills affect customer compliance of PLN Main Unit customers in South and Central Kalimantan, this shows that the current service social skills can encourage increased customer compliance of PLN customers. So it can be concluded that service social skills, if implemented properly and always improved, will increase customer compliance of PLN customers. The results of the study are in line with the findings of Rafaeli et al. (2008); Bove and Johnson (2010). (4). Customer orientation has an effect on the service friendships of PLN Main Unit customers in South and Central Kalimantan, this shows that with a good customer orientation, which consists of understanding customer needs, understanding customer priorities, following up on customer input systematically, and conducting customer satisfaction surveys, if implemented properly and always improved, it will encourage the increase in service friendships of PLN customers. The results of the study are in line with the findings of Vale et al. (2002), and West (2007). (5). Customer orientation has no effect on customer trust for PLN Main Units in South and Central Kalimantan, this shows that customer orientation has not been able to encourage increased customer trust. The research results are different and not in line with the findings of Anwar (2016); Adiyanto and Sunaryo (2017). (6). Customer orientation has no effect on customer compliance of PLN Main Unit customers in South and Central Kalimantan, this shows that current customer orientation has not been able to encourage increased customer compliance of PLN customers in South and Central Kalimantan Provinces. The results of the study were different and not in accordance with the findings of Dellande et al. (2004); Henning-Thurau et al., 2004). (7). PLN service expertise has an effect on the service friendships of PLN customers from the Main Unit of South and Central Kalimantan, this shows that the current PLN service expertise can encourage the increase in service friendships of PLN customers in South and Central Kalimantan Provinces. Therefore, it can be concluded that PLN's service expertise which consists of Tangibles, Reliability, Responsiveness, Assurance, and Empathy, if implemented properly and always improved, service will PLN customer friendships will increase. The results of the study are in line with the findings of Manggarani (2018). (8). PLN service expertise has an effect on customer trust for PLN Main Units in South and Central Kalimantan, this shows that the current PLN service expertise can increase customer trust for PLN Main Units in South and Central Kalimantan. Therefore, it can be concluded that PLN's service expertise, if implemented properly and always improved, will increase the trust of PLN customers in South and Central Kalimantan Provinces. The results of the study are in line with the findings of Anjarsari (2017); Silfiyaturrifqi and Haryanto, 2018; Spake and Megehee (2010). (9). PLN service expertise has an effect on customer compliance of PLN Main Unit customers in South and Central Kalimantan, this shows that the current PLN service expertise can encourage increased customer compliance of PLN customers. Therefore, it can be concluded that PLN service expertise, if implemented properly and always improved, will increase the customer compliance value of PLN customers in South and Central Kalimantan

Provinces. The results of the study are in line with the findings of Chue (2004), and Fishman (2005). (10). Service friendships affect the trust of PLN customers in the Main Unit of South and Central Kalimantan, this shows that the current Service friendships have a significant effect on the trust of PLN customers. Therefore, it can be concluded that Service friendships consist of dyadic relationships, care and concern (affection), are voluntary, egalitarian, and friends in carrying out activities together, if implemented properly and always improved, the trust of PLN customers will increase. The results of the study are in line with the findings of Plessis and Corney (2011); Chung et al., (2018). (11). Service friendships have an effect on customer compliance of PLN Main Unit customers in South and Central Kalimantan, this shows that the current service friendships can encourage the increase in the value of academy customers. Therefore, it can be concluded that the customer compliance of PLN customers in the Provinces of South and Central Kalimantan, if implemented properly and always improved, the customer compliance of PLN customers will increase. The results of the study are in line with the findings of Mavondo and Rodrigo (2001); Foster and Cadogan (2010). (12). Trust has an effect on customer compliance of PLN Main Unit customers in South and Central Kalimantan, this shows that the trust of existing private shipping academy customers can encourage an increase in the value of academy customers. Therefore, it can be concluded that the trust of PLN customers which consists of being able, trustworthy, connected, and reliable, if implemented properly and always improved, the customer compliance of PLN customers in South and Central Kalimantan Provinces will increase. The results of the study are in line with the findings of Prastiwi, (2018), and Sellywati et al. (2017).

Of the five variables that are hypothesized to have an effect on customer compliance of PLN Main Unit customers in South and Central Kalimantan in this study, the largest value is the direct relationship between service friendships and customer compliance of PLN customers. This confirms that the PLN Friendship service in the South and Central Kalimantan Main Units is very dominant in influencing the Customer Compliance of the PLN Main Units in South and Central Kalimantan. On the other hand, of the four variables that are hypothesized to have an effect on customer trust in this study, the largest value is the direct relationship between service friendships and customer trust. It also emphasizes the role of service friendships. Therefore, the value of customer compliance of PLN customers will increase by increasing service friendships. Thus, service friendships should be maintained and if possible, service friendships should be increased, so that the customer compliance value of PLN Main Unit South and Central Kalimantan customers will increase.

For the benefit of the company, as well as science, the following suggestions were made: Given the large role of service friendships on customer compliance of PLN customers, it is recommended that management always improve service friendships by conducting dynamic relationships in terms of being friendly when serving customers and willing to help customers when there is a problem with electricity demand. Attention and care in terms of paying attention to all customer complaints until the complaints are resolved. It is voluntary in that it will voluntarily help customers who are out 24 hours a day and are willing to help if the customer needs an electrical check at his home at any time. Egalitarian, and friends in doing activities together in terms of providing opportunities for customers to provide suggestions for future service improvements, and willing to work together to cut down/prune customers' trees when approaching the PLN electricity network. Thus, it is expected that customers will be happy to pay the electricity bill in accordance with the specified time. In billing electricity bills to prioritize interpersonal skills so that this persuasive effort and personal approach will make customers more trusting and obedient to pay bills. The application of the SOP for power cut should look for innovations that can meet customer needs and pay off electricity bills for customers who are not ready to pay off their electricity bills. Suggestions for other researchers need to increase the scope of research, taking into account regions in other provinces in Indonesia, as well as grouping and segregating respondents based on customer tariff groups, so that a clearer picture of customer compliance of PLN customers in all provinces of Indonesia is obtained. Further research is also recommended to investigate further about the effect of service social skills on customer trust, customer orientation to customer trust, customer orientation to customer compliance with PLN customers, and more specifically examine the causes of the insignificance of variables that have not been influential in this study..

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***Corresponding Author: Noer Soeratmoko¹**

¹(Economics and Business, August 17, 1945 Surabaya University, Indonesia)