

CUSTOMER REQUIREMENTS ON DIGITAL APPLICATION IN ENERGY SECTORS FOR B2B CUSTOMERS (A PART OF QUALITY FUNCTION DEPLOYMENT ANALYSIS ON MY PERTAMINA FOR BUSINESS)

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Abstract

This study is willing to reveal what are the B2B customers requirement for My Pertamina for Business digital application that they have been using. They are also leaded to evaluate the application performance and reveal what are the resistances in using the application. Literature review and interview are conducted. Seven respondents are involved in the study. They come from three different customer clusters, that are aviation, retail and industrial and marine. The results reveal that customer requirements of B2B customer from digital application in energy sectors are 1) price Simulation, 2) ordering product to create sales order, 3) monitoring tax invoice, 4) monitoring withholding tax slip, 5) the relevance of the displayed energy product to the customer needs, 6) providing many function in one application, 7) connected to direct debit of bank system, 8) connected to other digital platform, 9) forecasting the fuel price, 10) monitoring invoices, 11) energy related news portal and 12) contact center to buy other energy products; 13) reward and discount; and 14) playing entertainment platform such as online game and podcast. Overall performance of the application satisfy the customers but point 7,8,9,10,11,12 and 14 of customer requirements are not fulfilled yet. Dealing with the customer resistance in using the application are slow response of customer complain handling, inaccurate information related to drum stock in the application and in the aviation fuel terminal, and less updated of monitoring Credit/Debit Reversal notes

Keywords: Digital Application, Energy Sector, Customer Requirements, User Resistance, My Pertamina for Business

INTRODUCTION

Bps-Statistics Indonesia Statistik, (2022) showed that In Indonesia, internet penetration in Indonesia is relatively high. However, internet penetration in various types of classifications is quite diverse. By 2022, 66.48 percent of Indonesia's population had internet access. Internet penetration in urban areas is higher than in rural areas. The provinces in Indonesia also had varying penetration rates. DKI Jakarta, Kepulauan Riau, and Kalimantan Utara are the provinces with the highest internet penetration rates in 2022. Meanwhile, Papua, Nusa Tenggara Timur, and Maluku Utara are the provinces with the lowest internet penetration.

To meet the communication needs in Indonesia above, telecommunication provider companies are increasing from year to year. The number of Internet Service Provider (ISP) companies in 2022 is 828 companies, whereas in 2021 there were only 611 companies. In terms of telecommunications providers, in 2022 there were 1,615 companies consisting of fixed network providers, mobile networks, telecommunications services, and special telecommunications (Statistik, 2022).

In relation to marketing world, Kaplan, (2015) concluded that market research has always been considered as a cornerstone of marketing strategy and market orientation can even be defined as the generation of marketing intelligence combined with disseminating this knowledge through the organization and acting on it. Historically firms have always found it challenging to obtain sufficient information to base their decision making on and the focus used to be where to invest a limited budget to obtain the best possible information. Today this

situation has changed fundamentally. Companies, universities and public administration agents find themselves confronted with a situation where too much (instead of insufficient) data is at their disposal. A simple viral marketing campaign Kaplan & Haenlein, (2011), for example, can result in hundreds of thousands of comments, tweets and response videos posted by consumers. This paradigm shift has already started to impact decision making in fundamental ways and will continue to do so in future. It is still too soon to fully grasp the impact that this new digital world will have on management and marketing. But marketing ten years from now will likely be very different to what we know today (Kaplan, 2015).

As occurred lately, My Pertamina had ever been the first Indonesian trending topic on one of the popular social media platforms. Several problems being reported were the failure of logging in, the controversy of mobile phone usage in the gas station area, and the inflexibility of its digital payment. Those complaints raised massively in social media and wreck the Google Play Store rating of the application to one star (Anggara, Arini, & Jennie, 2021).

Those numerous problems encountered were reported in My Pertamina Mobile Application usage. It was emerged as the government restriction policy of subsidized fuel consumption got implemented by Pertamina as one of the executor of the policy. As stated in Law Number 30 of 2007 Article 7 paragraph 2 Concerning Energy, the provision of energy subsidy funds must be only for disadvantaged groups of people. The implementation of this law are subject to be supervised and ensured by such a regulator body according to Revised Presidential Regulation Number 191 of 2014. Therefore, as revealed by Putri, Franto, & Oktarianty, (2022), utilizing a digital approach through My Pertamina for accomplishing this mandatory duty was an effort to deliver subsidized fuel more accountable to those who deserve.

Unfortunately, there were several problems dealing with the implementation such as the limited access to the internet connection in many areas, the public gadget availability, and unobvious validation process flow. Besides, there were still gas stations which have poor internet connections and could fail the utility of My Pertamina (Bombang, Balfas, & Trides, 2020).

As one of the national energy company which has been ranked in the Fortune 500 global Company since 2014, My Pertamina Mobile Application was the branding tool of Pertamina to maintain and attracts both it's domestic and international. The customer perception toward the My Pertamina Application would affect their behavior of buying Pertamina products generally. Pertamina believed that brand image was a risk that is related to any threats against brand equity or brand differentiator that makes customers choose a certain good/ service compared to other goods/services, including product/service quality, product/ service availability, promotion, communication, and change management. It could bring impacts the reputation and profit target achievements of the Company (Syamsir Syamsir et al., 2022).

However, there was still another Pertamina customer application that target its customer from industries, My Pertamina for Business. It is not far different with My Pertamina, the customer feedback on this website application had not been good. Difficulties in registration processes, inadequate information about how to use this application, less updated product pricing, and so forth were the most frequently asked questions related to this application (Purwatiningsih & Pratama, 2023).

Meanwhile, identifying products that appear likely to capture market share would be cost-effective and profitable. But in fact, it was very difficult to produce and may lead to failure rather than success. Render, Heizer, & Munson, (2017) suggested a process for determining customer requirements, which were customer "wants" and translating them into attributes, which were the "hows" that each functional area can understand and act on, it was called Quality Function Deployment (QFD). QFD refers to both (1) determining what will satisfy the customer and (2) translating those customer desires into the target design. The idea is to capture a rich understanding of customer wants and to identify alternative process solutions. This

information is then integrated into the evolving product design. QFD is used early in the design process to help determine what will satisfy the customer and where to deploy quality efforts Render, Heizer, & Munson, (2017).

One of the tools of QFD is the house of quality, a graphic technique for defining the relationship between customer desires and product (or service). Only by defining this relationship precisely can managers design products and processes with features desired by customers Render, Heizer, & Munson, (2017). House of Quality is appropriate in demonstrating how consumer expectations are closely related to the strategies and methods that businesses may employ to meet customer requirements (Akhil, Kumar, De, & Kalangrit, 2022).

For Management This aims at evaluating customers oriented application which is My Pertamina for Business that is already gone live. This aims at capturing the voice of customers related to development of My Pertamina for Business; This aims at giving guidance for management in terms of preparing the upcoming initiatives digital marketing programs.

RESEARCH METHOD

According to Berkeley, Bender, Gregg Peaster, & Saunders, (2009), it is crucial that the researcher identifies the target population from which a sample for the research is collected, since it is often not possible to conduct the research on the whole population due to practical issues. The population of the interviews was set as all business to business customers of PT. Pertamina Patra Niaga, consisting of aviation, retail and industrial and marine clusters.

Azevedo, Diniz, Fonseca, Azevedo, & Evangelista, (2015) suggests 30 interviews as a starting point for a large population in order to be able to cover a majority of the most important customer expectations. While there is no agreed method on how many interviews are considered enough, Francis, Tatam, & Groves, (2010) recommends continuing the data collection process until data saturation is reached and no new insights are evident. Interviewing respondents was done online from December 17-20, 2023. To make this data collection to be as representative as possible, it involved respondents from customer from three major clusters existing, namely aviation, retail and industrial marine clusters as shown in table below:

Tabel 1. Input and output data

No	Time Stap	Duration	Name	Age	Adress	Company Name	Position	Length Of Use	Time Of Use A Month
1	12/17/23-11:00	45	I wayan Patra	52	Bali	PT. Sayap Garuda Indah	Flighth Opration	3	4
2	12/18/23-11:00	55	Ruhyan	35	Jakarta	PT. Matthew Air Nusantara	Asistance Opration Manager & Quality Officer	3	6
3	12/18/23-16:00	37	Andi	34	Sulbar	PT. Karajae Makmur Lestari	Staff administrasi	1	2
4	12/18/23-20:00	38	Wahyuni	24	Pamaliang	PT Hamirna Mitra Tama	Admin	1	20
5	12/19/23-17:40	39	Gomfie	46	Banten	PT dirgant Petrindo Raya	SC Manager	6	10

No	Time Stap	Duration	Name	Age	Address	Company Name	Position	Length Of Use	Time Of Use A Month
6	12/19/23-13:37	53	Relly	46	Manado	PT Jobroindo Makmur	Manager	3	20
7	12/20/23	28	Jimmy	29	Manado	PT Jobroindo	Staf Acconting dan Pajak	2	15

Adopting from Han, (2016), user requirements are about to be gathered consist of functional requirements, content requirement and user resistances. They are gathered through interview that refer to customer interview guideline.

RESULT AND DISCUSSION

Customer requirements are customer opinions about the characteristics required or needed by customers (Sofiani, 2020). *User requirements* are essential for building and documenting user needs so that they lead to the system design process itself. User requirements will include summary descriptions of the tasks that the system will support and the functions that will be provided to support the user (Maguire, 2002).

User Requirements are statements about the services provided by the system and about its operational limitations, can be supplemented by drawings or diagrams that can be easily understood (Sommerville, 2001). *User requirements are* defined as a set of *requirements* that are collected or derived from user input and represent what is needed by users for the success of their work in the system (Maguire, 2002).

Customer requirements or needs regarding the wants or things that customers pay attention to are divided into three, namely: Functional Requirements, Content Requirements, and User resistances (Han, 2016).

Functional requirements for digital applications in the energy sector according to customers.

Functional requirements are statements about how a system should behave. It defines what the system must do to meet the needs or expectations of the user. Functional requirements can be thought of as user-detected features. Website functional requirements describe the features that a website needs, how users can access web pages, what happens when users click on certain parts of a web page and how the website appears in the browser (Kosasi & Kuway, 2012).

Functional requirements are different from non-functional requirements, which determine how the system should work internally (e.g., performance, security, etc.). Functional requirements consist of two parts: function and behavior. Its function is what the system does (for example, "calculating sales tax"). The behavior is how the system does it (e.g., "The system will calculate sales tax by multiplying the purchase price by the tax rate.") (Kosasi & Kuway, 2012).

Based on the results of the interview it is known that The functional requirements for The application digital energy sector expected by customers is: digital applications can be synchronized and can share application content to devices or other applications as many as 7 people or by 100%; the digital application contains product ordering features to the issuance of SO as many as 5 people or 71.4%; In the digital application, there are tax invoices that can be monitored, downloaded and printed by 4 people or 57.1%; the availability of WITHHOLDING TAX SLIP and there are additional features in the form of online shopping related to other supporting energy products as many as 3 people or 42.9%; in the digital application there is a price simulation feature of each purchase plan that you want to make,

monitoring related to product purchase invoices, monitoring related to invoices, and monitoring Withholding tax slip both as many as 2 people or 28.6%; in the digital application there are features for purchasing other energy products and / or other business supports, the product MUST be relevant to customer needs, there are reward offers or discounts, More features, if PLN Mobile can buy credit, can complain in one application, energy product applications are expected to be connected to payment applications, such as mobile banking, there are additional entertainment features in the form of online games as much as 1 person each or 14.29%.

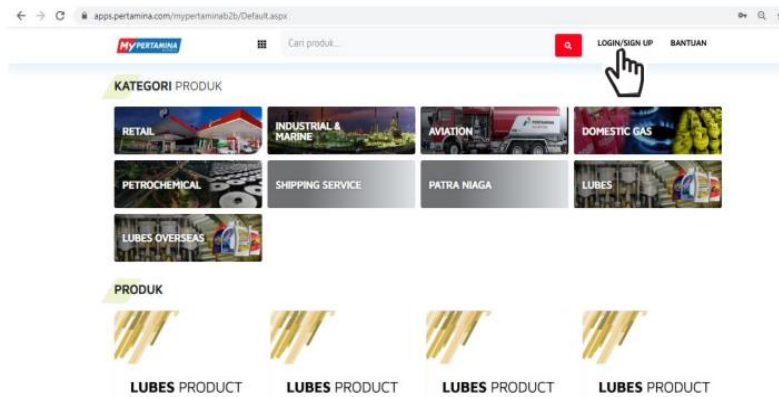
Based on the above, it can be concluded that the most important functional prerequisites of an energy sector digital application (76%-100%) based on consumer expectations or needs are: digital applications can be synchronized and can share application content to other devices or applications; Based on the above, it can be concluded that the important functional prerequisites of an energy sector digital application (51%-75%) based on consumer expectations or needs are: digital applications contain product ordering features to SO issuance, and in digital applications there are tax invoices that can be monitored, downloaded and printed; Based on the results of the interview above, it can be concluded that the important functional prerequisites of an energy sector digital application (26%-50%) based on consumer expectations or needs are: there are additional features in the form of online shopping related to other supporting energy products, in the digital application there is a price simulation feature of each purchase plan that you want to make, monitoring related to invoices, and monitoring withholding tax slip; While the functional prerequisites that are not too important from an energy sector digital application (1%-25%) based on consumer expectations or needs are: in digital applications there are reward offers or discounts; digital applications must contain more features (such as: credit purchases, mobile banking, online games, and others); In the digital application, there is a complaint feature.

1. The most important functional prerequisites of an energy sector digital application based on consumer expectations or needs are: digital applications can be synchronized and can share application content to other devices or applications

The word synchronous according to the Big Dictionary Indonesian has the meaning: Something that happens at the same time or simultaneously; In line, aligned, aligned, or appropriate. The word synchronization can be interpreted as an attempt made to synchronize, synchronize, or harmonize (Andiana & Hendrakusumah, 2015). Synchronization can also be interpreted as a coordination of events to operate the system simultaneously (Wahab & Surya, 2023).

In general, there are 2 kinds of synchronization processes on HP, the first is manual synchronization, and the second is automatic synchronization (Limantoro, Andjarwirawan, & Noertjahyana, 2013). Synchronization can also be done by exchanging data between applications so that by using one application, users no longer need to *log in* to other applications manually (Hanafi, Sukarsa, & Wiranatha, 2017). Based on this, it can be said that with synchronization in an application, users will save time in using the application, or in other words, synchronization contained in an application aims to provide efficiency to users.

Based on the results of the interview, it is known that the most important functional prerequisites according to consumers related to digital applications in the energy sector are: digital applications can be synchronized and can share application content to other devices or applications, and related to the My Pertamina for Business application, it is unfortunate that these features do not exist. Based on this, it can be said that the My Pertamina for Business application has not met the functional prerequisites stated by consumers. The face of My Pertamina for Business can be seen in the picture below.



Picture 1 My Pertamina for Business Interface

The importance of the existence of synchronization features in digital applications in the energy sector according to informants should be an important concern for the makers and providers of the My Pertamina for Business application to create or add synchronization features in their applications so that thus the makers or developers of the My Pertamina for Business application can meet consumer needs or expectations. The level of ability of the developer of the My Pertamina for Business application is an illustration of the ability of the maker or developer of the My Pertamina for Business application in increasing application user satisfaction.

According to Kotler & Keller (2016) Customer satisfaction is a feeling of pleasure or disappointment after comparing product performance with expected. Based on this, it can be said that the greater the ability possessed by the maker or developer of the My Pertamina for Business application in meeting the expectations of My Pertamina for Business application users will have a positive impact on increasing the level of satisfaction of My Pertamina for Business application users.

The importance of the existence of synchronization features that provide effectiveness for users that have an impact on the level of application user satisfaction, in line with research conducted by Billyarta & Sudarusman (2021) entitled: The Effect of Electronic Service Quality (E-Servqual) on Consumer Satisfaction on the Shopee Marketplace in Sleman DIY. In this study, it is proven that the dimensions of *e-service quality*, namely efficiency, privacy, *responsiveness*, compensation, and contact have an influence on customer satisfaction, while fulfillment and reliability have no influence on customer satisfaction .

Research conducted Widikdo & Ramadhan (2023) entitled Functional Influence, Ease of Use, Security and Privacy on the Intention to Use My Pertamina for Business Application Mediated Attitude proves that the Application Functional has a positive and significant effect on the intention to use the My Pertamina for Business application, Ease of Use has a positive and significant effect on the intention to use My Pertamina for Business, Security and Privacy has a positive and significant effect on the intention to use My Pertamina for Business, and attitude have a positive and significant effect on the intention to use the My Pertamina for Business application.

1. Important functional prerequisites of an energy sector digital application based on consumer expectations or needs are: the digital application contains product ordering features to the issuance of SO, and in the digital application there are tax invoices that can be monitored, downloaded and printed.

Purchase Order and Sales Order are very important for sellers and buyers because they both function as an agreement contract for the sale and purchase transaction between the seller and the buyer. Purchase Order and Sales Order can also be used as a reference when errors occur, such as differences in the number and specifications of the products ordered.

The Purchase Order feature in the My Pertamina for Business application is located in the Product Search column and there are several types of product orders in the My Pertamina for Business application, such as: Product Orders with non-cash payments, and product orders with credit payments. As for the display: Product Oder with non-cash payment, and product orders with credit payment in the My Pertamina for Business application can be seen in the picture below.

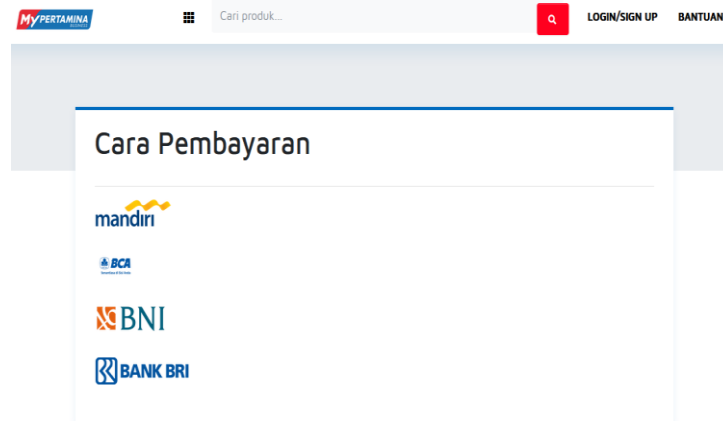


Figure 2 Display of Non-Cash Payment Method on My Pertamina for Business

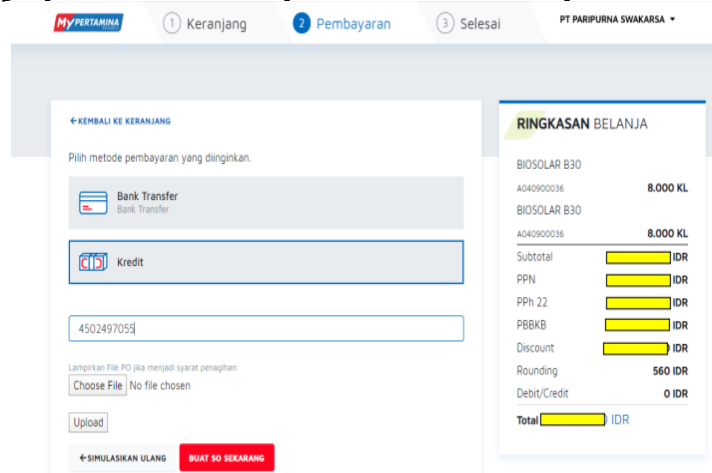


Figure 3 Display of Credit Payment Method on My Pertamina for Business

The Sales Order feature in the My Pertamina for Business application is located on the SO Monitoring menu. The picture of the Sales Order feature in the My Pertamina for Business application can be seen in the picture below.

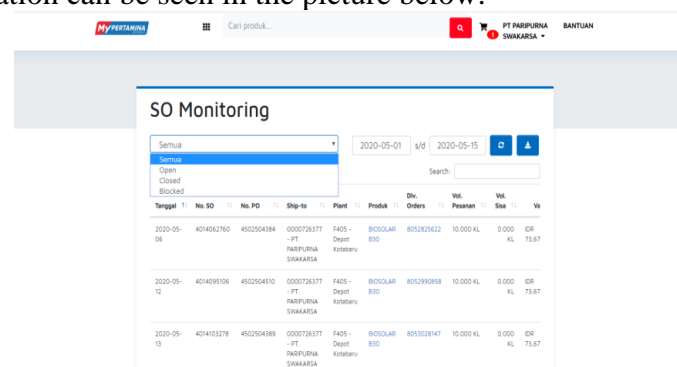


Figure 4. Display of SO Monitoring on My Pertamina for Business

With the Purchase Order and Sales Order features in the My Pertamina for Business application, it can be said that the My Pertamina for Business application has fulfilled the important functional prerequisites of an energy sector digital application based on consumer expectations or needs, and thus it can also be said that purchases through My Pertamina for Business are purchases based on an agreement contract for a sale and purchase transaction between the seller and buyer. In the digital application, there are tax invoices that can be monitored, downloaded and printed

In the My Pertamina for Business application, there is a feature that is a menu for monitoring tax invoices, namely the E-Invoice Monitoring feature, and tax invoices that can be downloaded are tax invoices with validated status. The display of the E-Invoice Monitoring feature in the My Pertamina for Business application can be seen in the picture below.

Bill Date	Bill No	Bill Year	Payment Doc	Kode Trans	Kode Status	Faktura	DPP	PPN	Status
2020-04-03	9052169756	2020	i	01	0	0052011655343			VALIDATED
2020-04-10	9052169757	2020	i	01	0	0052011655344			VALIDATED
2020-04-13	9052169758	2020	i	01	0	0052011655345			VALIDATED
2020-04-21	9052169759	2020	i	01	0	0052011655346			VALIDATED
2020-04-24	9052169760	2020	i	01	0	0052011655347			VALIDATED

Figure 4 Display of E-Invoice Monitoring on My Pertamina for Business

With the E-Invoice monitoring feature in the My Pertamina for Business application, it can be said that the My Pertamina for Business application has fulfilled the important functional prerequisites of an energy sector digital application based on consumer expectations or needs, and thus it can also be said that purchases through My Pertamina for Business are purchases that have proof that Pertamina has collected taxes from people who have purchased goods / services the tax.

The important functional prerequisites of an energy sector digital application based on consumer expectations or needs are: there are additional features in the form of online shopping related to other supporting energy products, in the digital application there is a price simulation feature of each purchase plan that you want to make, monitoring related to invoices, and monitoring withholding tax slips.

There are additional features in the form of online shopping related to other supporting energy products. Consumer expectations of additional features in the form of online shopping related to other supporting energy products in the energy sector digital applications are important to note considering that not all consumers have good knowledge related to other supporting energy products sold by companies engaged in energy.

In relation to the My Pertamina for Business application, there is a feature where consumers can see the products offered by Pertamina to consumers, and these products can be seen through a search in the Product Search column. The display of products offered by Pertamina through My Pertamina for Business can be seen in the picture below.

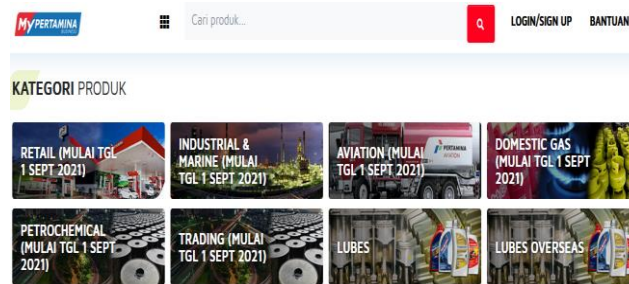


Figure 5 Display of products offered through My Pertamina for Business

With the display of products in the My Pertamina for Business application, it can be said that the My Pertamina for Business application has fulfilled the important functional prerequisites of an energy sector digital application based on consumer expectations or needs, and thus it can also be said that Pertamina has provided sufficient information to consumers related to the products sold.

There is a price simulation feature of each purchase plan that you want to make

Pricing simulation is a technique used to create realistic simulations of demand and pricing behavior in the market. By doing this, one can better understand the market and how changes in demand or different prices will affect the market. The price simulation intended by the informants is an estimate of the amount of costs that must be incurred or paid with credit payments by consumers when purchasing products offered by Pertamina through My Pertamina for Business.

Price simulation in the My Pertamina for Business application has a product order feature with a credit payment type. The display of the price simulation contained in the product order feature by payment on credit in My Pertamina for Business, can be seen in the picture below.

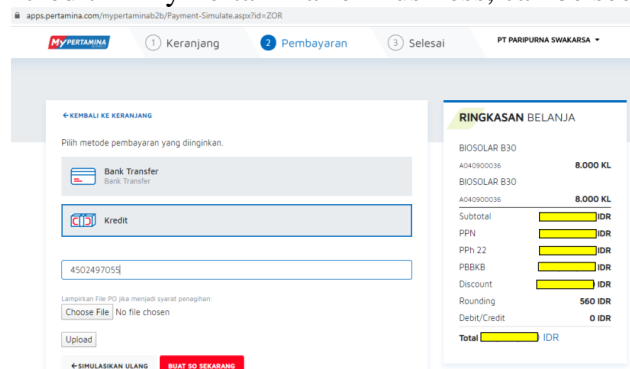


Figure 6 Price simulation display on My Pertamina for Business

With the price simulation display on the My Pertamina for Business application, it can be said that the My Pertamina for Business application has fulfilled the important functional prerequisites of an energy sector digital application based on consumer expectations or needs, and thus it can also be said that Pertamina has provided sufficient information to consumers related to the price simulation of products offered by Pertamina by purchasing on credit.

Billing documents are commonly used to track and manage cash flow, monitor sales, and make it easier to track payments for a business. In many cases, this document can also be used as a basis for tax claims or for audit purposes. Invoices can be created manually or through the application (Hardi & Anwar, 2023). In My Pertamina for Business, there is an invoice monitoring feature which is a menu for monitoring invoice status and printing invoices. The display of the invoice monitoring feature on My Pertamina for Business can be seen in the picture below.

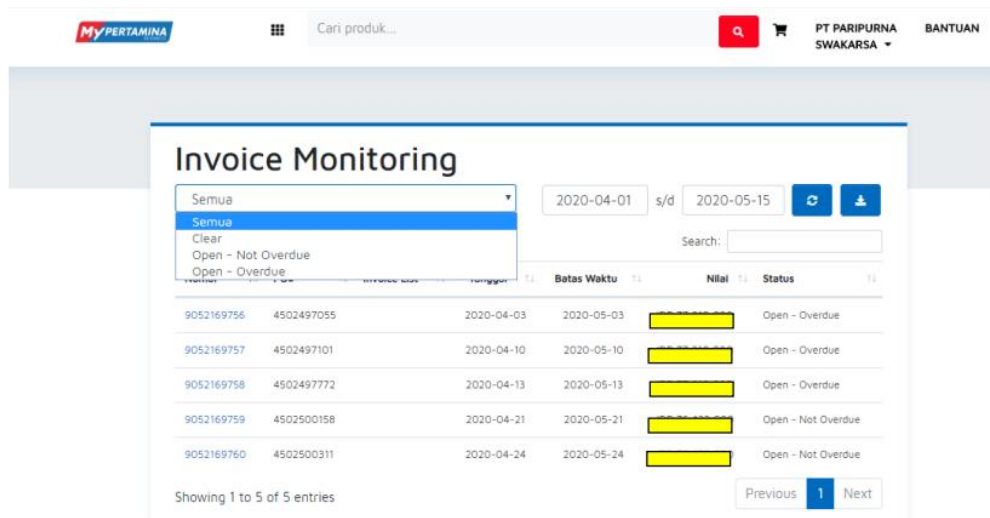


Figure 7 Display of invoice monitoring on My Pertamina for Business

With the display of invoice monitoring on the My Pertamina for Business application, it can be said that the My Pertamina for Business application has fulfilled the important functional prerequisites of an energy sector digital application based on consumer expectations or needs, and thus it can also be said that Pertamina has provided sufficient information to consumers related to payment requests to customers.

Monitoring Withholding tax slip

Proof of deduction is a term in the world of taxation that refers to documents in the form of forms that are equalized and made by the withholding / collector of income tax. In relation to Article 22 of Income Tax, the collector is not only required to deposit income tax, but also must make proof of withholding income tax 22 (Cendana, Suan, Warongan, & Suwetja, 2023). In My Pertamina for Business, there is a Withholding tax slip feature which is a menu to download proof of withholding PPh 22 for Fuel Product Purchases. The display of the Withholding tax slip feature on My Pertamina for Business can be seen in the picture below.

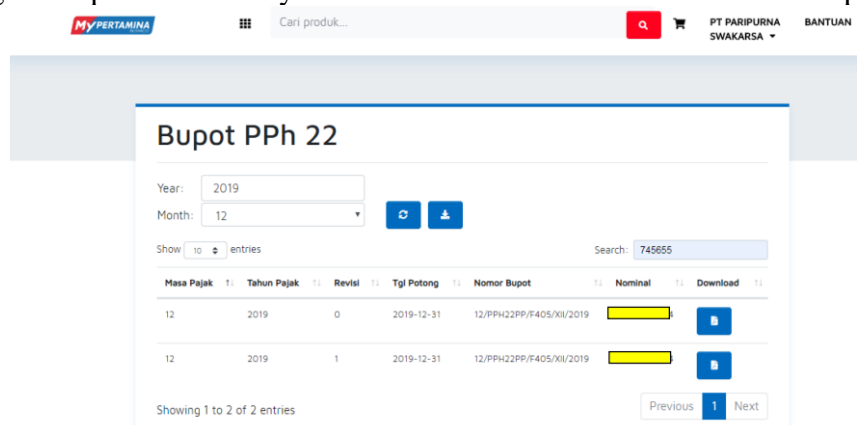


Figure 8 Display of withholding tax slip on My Pertamina for Business

With the display of Withholding tax slip on the My Pertamina for Business application, it can be said that the My Pertamina for Business application has fulfilled the important functional prerequisites of an energy sector digital application based on consumer expectations or needs, and thus it can also be said that Pertamina has provided sufficient information to consumers related to proof of withholding PPh 22 Purchase of Fuel Products.

- a. Less important functional prerequisites of an energy sector digital application based on consumer expectations or needs are: in digital applications there is a reward offer or

discount; digital applications must contain more features (such as: credit purchases, mobile banking, online games, and others); In the digital application, there is a complaint feature.

Functional prerequisites are less important than a digital application, the energy sector based on consumer expectations or needs is essentially a complementary or additional feature to an application. In My Pertamina for Business, there are no complementary features expected by consumers (such as: credit purchases, mobile banking, online games, and others), but for reward or discount features and complaint features, there are already in My Pertamina for Business. In the absence of additional features on My Pertamina for Business, it can be said that the My Pertamina for Business application has not fulfilled the less important functional prerequisites of an energy sector digital application based on consumer expectations or needs, and thus it can also be said that Pertamina only focuses on things that are features related to the products offered.

Based on the results of the analysis above, it can be said that in general My Pertamina for Business has met the functional prerequisites of an energy sector digital application based on consumer expectations or needs, but even so there are still improvements to be made in My Pertamina for Business, namely the synchronization feature or menu. Related to complementary features expected by consumers (such as: credit purchases, mobile banking, online games, and others) may not be the most important thing to make in My Pertamina for Business, but even so, the procurement of these complementary features has the potential to provide plus value to the attractiveness of using My Pertamina for Business.

1. Content requirements untuk aplikasi digital di sektor energi menurut pelanggan

Graham dkk., (2013) argues that through the development and accessibility of information on mobile devices, users will not be glued to any physical location for longer, but will increasingly access content in the surrounding local context. The use of information accessibility on mobile devices in urban environments is seen as having a high potential for available content and the number of potential implementation opportunities. Therefore, Graham dkk., (2013) and van Krevelen dan Poelman (2010) Suggesting this, design and content richness are considered as determining factors for the success of an information application on mobile devices. Especially in urban environments, it is considered that providing relevant information is key to avoiding distractions that can occur. Similarly, Morrison dkk., (2011) Note that information overlays must be carefully designed in order to be able to project relevant and valuable information to users.

There are several indicators that can be used in measuring Content requirements, namely:

a. Additional Information

In using the application, sometimes users experience confusion over something caused by the lack of information available in the application, and therefore, the developer or application developer should provide access to holistic information needed by application users (Van Krevelen & Poelman, 2010)

b. Map

In some applications there is a map needed by the user to determine the direction and direction. Not all applications have a map menu, but the map menu can help users to meet their needs (Morrison et al., 2011)

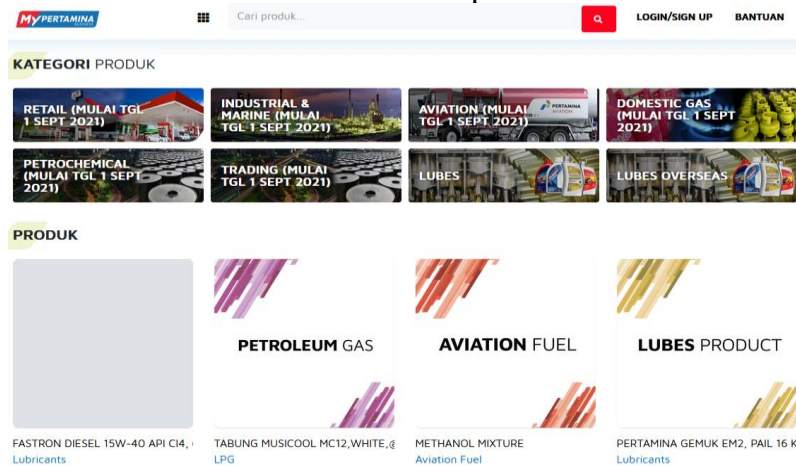
c. User Review and Ratings

The findings show that other users' reviews while using an app are highly valued by people who have never used the same app. Therefore, it is important for the maker or developer of an application to put review and ratings features in the application he makes (Gretzel & Yoo, 2008).

In interviews that have been conducted related to this research, it is known that there are several things conveyed by informants regarding Content requirements, namely:

- a. Products offered in the app MUST be relevant to customer needs

In determining the product you want to buy or use, consumers need complete information related to the products offered (Siwi & Meiyanto, 2002), And therefore in an application requires complete information about a product offered and relevant to what is needed by the user. In the My Pertamina for Business application, there are various product information that is relevant to users, and the display of product information on My Pertamina for Business can be seen in the picture below.



Picture 9 Product Display on My Pertamina for Business

With the display of products that are relevant to user needs in the My Pertamina for Business application, it can be said that the My Pertamina for Business application has met the Content requirements of an energy sector digital application based on consumer expectations or needs, and thus it can also be said that Pertamina has provided information to users related to products that are relevant and in accordance with user needs.

- b. There are additional features in the application in the form of entertainment in the form of podcasts

Podcasts are audio recordings that can be listened to by the general public and in contrast to radio that is broadcast via frequency, we can listen to podcasts anytime via the internet (Mardiningsih, 2022). In podcasts, content is communicated directly to listeners, either orally or via video. Delivering information through podcasts is a much more intimate way to get information than reading it from an email or document.

Additional features in the form of podcasts are not yet in the My Pertamina for Business application, and in the absence of this feature, it is possible that the creators and developers of My Pertamina for Business feel that this feature is less needed by My Pertamina for Business users in general. The need for a podcast feature based on interview results was only raised by one informant, meaning that the request for a podcast feature on My Pertamina for Business is a minority request and does not represent all My Pertamina for Business users.

- c. There are additional features in the application in the form of forecasting the price of energy products, especially those whose prices change regularly

Forecasting is the process of planning future needs forecasts by testing past conditions which include needs in terms of quantity, quality, time and location needed in order to meet the demand for goods or services (Sholehah, Marsudi, & Budianto, 2021). Forecasting is an important part of product management. By accurately predicting demand, businesses can ensure that they have enough stock to meet expected orders without stockpiling too much and incurring the risk of financial loss.

Additional features in the form of forecasting energy product prices are not yet in the My Pertamina for Business application, and in the absence of this feature, it is possible that the makers and developers of My Pertamina for Business feel that this feature is less needed by My Pertamina for Business users in general. The need for a feature in the form of forecasting energy product prices based on interview results was only raised by one informant, meaning that the request for a podcast feature on My Pertamina for Business is a minority request and does not represent all My Pertamina for Business users.

- d. Availability of up-to-date information related to energy regulations and policies on the application

The Government Regulation (PP) is a Legal Regulation in Indonesia set by the President to carry out the Law as it should. The formation of the Regulation of Law states that the Government Regulation as an "organic" rule rather than the Law according to its hierarchy shall not overlap or leave behind (Subuh, Harsono, & Ismail, 2019).

Government policy is essentially a policy aimed at the public in the broadest sense (state, society in various statuses and for the public interest), whether it is carried out directly or indirectly which is reflected in various dimensions of public life, and therefore, public policy is often referred to as public policy (Uswatiyah, Argaeni, Masrurah, Suherman, & Berlian, 2021).

Government Regulations and Government Policies are ever-changing and follow developments in society, and therefore it is natural for informants to feel that the latest information related to energy regulations and policies on applications is a necessity.

Additional features in the form of the latest information related to energy regulations and policies are not yet in the My Pertamina for Business application, and in the absence of this feature, it is possible that the makers and developers of My Pertamina for Business feel that this feature is not needed by My Pertamina for Business users in general. The need for a feature in the form of the latest information related to energy regulations and policies based on the results of interviews was only raised by one informant, meaning that the request for a podcast feature on My Pertamina for Business is a minority request and does not represent all My Pertamina for Business users.

- e. The availability of PIC information on applications for products other than BBM because it makes it easier to serve customers who ask for these products.

PIC stands for Person In Charge. This term is often heard in the world of work or in an organization. PIC is a part that has a very important role in running a job in the company. PIC is a term given to someone who has responsibility in controlling the course of work or in controlling the project to be in accordance with the plan. Usually this PIC is appointed Head of Division or Manager. PIC means someone who is given a task and the task depends on the needs of the team. The responsibility of this PIC can be long-term or short-term.

Additional features in the form of PIC information are not yet in the My Pertamina for Business application, and in the absence of this feature, it is possible that the makers and developers of My Pertamina for Business feel that this feature is less needed by My Pertamina for Business users in general. The need for a feature in the form of PIC information based on interview results was only raised by one informant, meaning that the request for a podcast feature on My Pertamina for Business is a minority request and does not represent all My Pertamina for Business users.

Based on the results of the analysis above, it can be said that in general My Pertamina for Business has not met the Content requirements of an energy sector digital application based on consumer expectations or needs, and this can happen because of the

possibility that the makers and developers of My Pertamina for Business feel that this feature is less needed by My Pertamina for Business users in general.

User resistances for digital applications in the energy sector according to customers There are several indicators that can be used to measure user resistances, namely:

a. Hardware Limitation

Since digital applications are seen as providing high-end functionality, which is generally believed to require high processing power, many skeptical thoughts arise about the hardware capabilities contained in HP owned to support the use of these applications (Morrison et al., 2011), and based on this, it is natural if there are users who refuse to use a certain application because they are worried about the hardware capabilities contained in their cellphones.

b. Software Limitation

Just like hardware limitations, software limitations are also things that arise from skeptical thoughts about the ability of software contained in cellphones owned to support the use of the application (Morrison et al., 2011), and based on this, it is natural if there are users who refuse to use a certain application because they are worried about the software capabilities contained in their cellphones.

c. Awareness, Risk

Unawareness of new technologies such as the presence of various digital applications that can be accessed through HP is one of the biggest challenges in the success of application and application development (Van Krevelen & Poelman, 2010), And based on this, it is natural that there are users who refuse to use a certain application because of their ignorance of the existence of a particular application.

Risk is a potential risk that will be experienced by users if they use a certain application. There are several risks that can be experienced by application users, such as: data leakage, and therefore it is natural if there are users who do not want to use applications on their cellphones because they feel less secure and feel there is a risk if they use the application.

Based on the results of interviews that have been conducted with several informants related to the reasons that allow them to refuse to use My Pertamina for Business, it is known that there are several reasons that may make them not use My Pertamina for Business, and these reasons are:

a. The existence and how to use the application is still poorly socialized

The first reason that allows users to refuse to use My Pertamina for Business is: the existence and way of using the application is still poorly socialized. This reason is the reason stated by 3 informants or 42.86%. My Pertamina for Business application is one of the applications officially launched in August 2017. This application not only makes it easier for Pertamina customers to make cashless transactions when buying fuel oil but also serves as a tool to monitor the distribution of subsidized fuel to be right on target (Nurjanah & Akbar, 2023).

As an application that is still relatively new, Pertamina should conduct intense socialization to the public related to the existence of the My Pertamina for Business application and related to the use of the My Pertamina for Business application. The lack of socialization carried out by Pertamina related to the existence of the My Pertamina for Business application and related to the use of the My Pertamina for Business application will have a negative impact on the community in general, and if this is left unchecked, it is likely to cause people to be reluctant to use My Pertamina for Business (Purwatiningsih & Pratama, 2023).

b. The use of digital applications is still less simple or less simple

The next reason that allows users to refuse to use My Pertamina for Business is: The use of digital applications is still less simple or less simple. This reason is the reason stated by 3 informants or 42.86%. Effectiveness is a measure of whether or not an organization has succeeded in achieving its goals, and if an organization achieves the goals then the organization has run effectively (Syamsir Syamsir et al., 2022).

MyPertamina is an application launched in the framework of the digitization program of Public Fuel Filling Stations (SPBU). The use of MyPertamina is intended to ensure that the process of distributing subsidized fuel is really on target. The government through PT Pertamina will implement subsidized fuel purchases using the MyPertamina application. This is so that the distribution of subsidized fuel is expected to be right on target and not burden the State Budget (Syamsir Syamsir et al., 2022). Based on this and based on the definition of effectiveness, it can be said that the effectiveness or absence of My Pertamina for Business can be measured based on the extent to which fuel distribution is on target, and therefore it is important that My Pertamina for Business is made simpler and easier to understand its use by the public. Applications and uses that are not easily understood by the public will make people reluctant to use them, and this will have an impact on increasing the number of people not receiving subsidized fuel.

- c. The length of customer complaint response is slow, related to under/ overpaid status, price corrections given in the system that are not in accordance with the contract, correction of incorrect customer invoices, with a handling period ranging from less than 1 day to 1 year

The next reason that allows users to refuse to use My Pertamina for Business is: The length of response to customer complaints is slow. This reason is the reason stated by 2 informants or 28.58%. Responsiveness, which is the willingness of the company to help consumers and provide services quickly. If you look more deeply at the service that is responsive somewhere, it can be seen from the ability of employees who quickly provide service to consumers and quickly handle their complaints (Apriyani, d & sunarti, 2017). The length of response given to My Pertamina for Business users related to complaints filed has a negative impact on the satisfaction of My Pertamina for Business users, and this has the potential to make them reluctant to use My Pertamina for Business.

1. Weak maintenance on My Pertamina for Business

Maintenance is an activity to maintain and maintain existing facilities and repair, make adjustments, or replacements needed to obtain a production operation condition to be in accordance with existing planning (Andriani & Romli, 2020). Maintenance can also be interpreted as a series of maintenance that includes functional inspection, service, repair or replacement of devices, equipment, machinery, building infrastructure, and supporting utilities needed in industrial, business, and residential installations. There are several impacts if [the website is not maintained](#) properly, namely:

1. The first impact, a website that is not maintained properly can experience a decrease in performance. Of course, this can result in long page loading times.
2. The next impact, the website can experience damage or errors such as broken pages, dead links, to features that do not work.
 - 1) The SEO ranking of the website will drop.

The next reason that allows users to refuse to use My Pertamina for Business is: Unavailability of price validity notifications from energy products whose prices change in the application. This reason is the reason stated by 1 informant or 14.29%.

Based on the results of the analysis above, it can be said that in general the reasons that can cause someone not to use My Pertamina for Business are due to the lack of socialization to the public regarding the existence and how to use My Pertamina for Business, the form of application that is still not simple or less simple, the slow response of Pertamina to complaints

raised by My Pertamina for Business users, and lack of maintenance on My Pertamina for Business application.

CONCLUSION

Based on the results of research that has been conducted, it can be said that in general My Pertamina for Business has met the functional prerequisites of an energy sector digital application based on consumer expectations or needs, but even so there are still improvements to be made in My Pertamina for Business, namely the synchronization feature or menu. Related to complementary features expected by consumers (such as: credit purchases, mobile banking, online games, and others) may not be the most important thing to make in My Pertamina for Business, but even so, the procurement of these complementary features has the potential to provide plus value to the attractiveness of using My Pertamina for Business

Based on the results of the research that has been done, it can be said that in general My Pertamina for Business has not met the Content requirements of an energy sector digital application based on consumer expectations or needs, and this can happen because of the possibility that the makers and developers of My Pertamina for Business feel that this feature is less needed by My Pertamina for Business users in general.

Based on the results of research that has been conducted, it can be said that in general the reasons that can cause someone not to use My Pertamina for Business are due to the lack of socialization to the public regarding the existence and how to use My Pertamina for Business, the form of application that is still not simple or less simple, the slow response of Pertamina to complaints raised by My Pertamina for Business users, and lack of maintenance on My Pertamina for Business application.

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