

The Impact of Public Service Quality on Holidays towards Visitors's Satisfaction

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Abstract—Public service is a responsibility and the existence of bureaucratic transformation by the government must be public satisfaction oriented. The public perception shows that the public services quality by the government has not yet been optimized. This research aims to identify the effect of public holiday services quality and working spirit employees on public satisfaction in Garut Regency. This research uses descriptive and associative methods. The technique of collecting data uses questionnaire surveys and interviews. Participants involved were people who felt public services as many as 385 people. The data analysis technique uses PLS-SEM with reflective model, testing convergent validity based on loading factor and average variance extracted (AVE), testing discriminant validity based on reliability composite values and Cronbach alpha, testing the predictive ability of models with Stone Geisser test and the significance of the influence between constructs of latent variables based on Total Effects values. The results showed that public holiday service quality has a significant effect on public satisfaction while working spirit employees have no significant effect on public satisfaction. The results found that working spirit employees were needed to improve in the public service process.

Keywords—service quality; public holidays service; the spirit of employee work; public satisfaction

I. INTRODUCTION

Employees are the main source of the organization that cannot be replaced by other sources because no matter how good an organization is, the complete facilities and infrastructure will not be beneficial without employees managing, using and maintaining it. The success of agencies in achieving goals is one reflection of an effective organization. An employee is required to always work with high enthusiasm so that in providing services to the community does not seem slow and lazy. In addition, employees must always strive to improve the quality of service to the community because service quality is an important variable in the implementation of public services.

In line with the development program that focuses on 3 (three) main pillars, namely the increase of the Human Development Index (HDI), commitment to increase the Community Satisfaction Index (IKM), and administering the Government with Fair No Exception (WTP) criteria, it is only natural that all devices region (SKPD/OPD) can align all

programs and activities in each SKPD. To make this happen, Tarogong Kaler Sub-district seeks to implement it in accordance with its main task area, namely in the context of organizing general governance by improving services to the community. On the other hand, at the level of reality, there are indeed unmet needs from the wishes of the people that are often conveyed in some momentum of activities. This need is the hope of Tarogong Kaler Sub-district to be able to provide quality services and not only be limited by normative working hours.

So that the logic and thinking underlying the emergence of innovation in organizing Public Holidays (LAPHALI) in the Government of Tarogong Kaler District departs from the condition of many people who complain about having difficulties in managing population documents such as KTP and KK and also recommendations or legalization of urgent documents to be resolved on working days due to limited opportunities and time due to working outside the city of Garut and only having free time on holidays. In addition, the implementation of LAPHALI is intended to provide opportunities for students and students who have limited time to take care of documents in order to continue their education or apply for jobs and other needs because in working days they are in the learning process.

The aim of the creation of the LAPHALI implementation innovation is to provide wider opportunities for the public to obtain public services and not be limited to working days only. In addition, it can bring the functions of service closer to the community, improve the quality of services and improve the community satisfaction index. LAPHALI is held on regular holidays (Saturdays and Sundays) and national holidays except for holidays. The implementation of LAPHALI which is carried out outside working days has an impact on overtime work and requires special overtime wages. Therefore, officers appointed to carry out overtime work receive compensation in the form of food and overtime wages in accordance with applicable regulations. The provision of compensation in the form of wages is intended so that employee morale can be maintained even though they have to provide services on holidays. The implementation of LAPHALI for the current year is supported by the District Expenditure Budget in 2016,

but for 2017 and 2018 the implementation of LAPHALI will be included as one of the Kecamatan activity programs.

Some of the legal bases underlying the creation of this LAPHALI Implementation innovation include Law Number 24 of 2013 concerning Population Administration, Minister of Home Affairs Regulation Number 4 of 2010 concerning Integrated District Administrative Services Guidelines (PATENT), Republic of Indonesia Presidential Regulation Number 76 of 2013 concerning Public Service Complaint Management, Ministerial Regulation Number 30 of 2014 concerning Guidelines for Public Service Innovation, Minister of Home Affairs Decree Number 138-270 of 2010 concerning Technical Guidelines for Integrated District Administrative Services (PATEN), and Perbup Number 102 of 2014 concerning Delegation of Partial Authority to District Heads .

In the beginning, the LAPHALI Implementation activities used the overtime activity budget in the Budget Implementation Document (DPA) and the proposed budget changes were then proposed to be separate activities in the Budget Activity Plan. In the budgeting of LAPHALI Organizing activities, there are 2 (two) aspects, namely the budget for employee honorarium and the budget for goods and services. Included in the employee honorarium budget are for operator honorariums and overtime pay honorariums, while the ones included in the goods and services budget are the costs of supporting LAPHALI's organizing activities, such as socialization and pamphlet printing. However, in 2017, LAPHALI experienced problems in budgeting. This is based on the appeal of the Government of Garut Regency in the Regional Revenue and Expenditure Budget (RAPBD) of Garut Regency in 2017 that for all forms of operations relating to employee honorarium in this case is the operator's honorarium and overtime honorarium must be removed, because it has been put into in the ASN Performance Allowance (State Civil Apparatus).

Through observation, the phenomenon found in the LAPHALI implementation activities is about budget support for its implementation. Even so, Tarogong Kaler District still carries out LAPHALI with a system change, which initially employees are given overtime wages to become a voluntary system and are committed to the loyalty of their employees to realize community / public satisfaction, especially in Tarogong Kaler District.

II. LITERATURE REVIEW

A. Service Quality

In the Great Indonesian Language Dictionary, quality is the level of good or bad or the degree or degree of something that is widely used in relation to techniques and concepts to improve the quality of products or services produced.

According to Kotler service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership [1]. In general, high-level services will also produce high satisfaction.

According to Supranto in Chairudin, Setyowati, and Suharto, service quality is a result that must be achieved and

carried out with action [2]. But these actions are intangible and easily lost, but can be felt and remembered. The impact is that consumers can be more active in the process of consuming products and services of a company.

Service quality can be interpreted as the level of customer satisfaction. While the level of customer satisfaction itself can be obtained from a comparison of the types of services expected by consumers with the type of service that is actually received by consumers. The type of quality of service that is good is the type of service that is satisfying and in accordance with the services expected by consumers. But if the service can exceed consumer expectations, then the type of service quality can be categorized as very high quality or very satisfying service. While the type of poor quality is the type of service that is far below the standard or not in accordance with the services expected by consumers.

As a sub-theory of service quality, one of which is excellent service. Excellent service is a translation of the term "excellent service" which literally means the best service or very good. It is called very good or the best because it is in accordance with the service standards that are valid or owned by service providers. The public sector service behavior agenda states that excellent service is:

- The best service from the government to customers or service users.
- Excellent service is there if there is a service standard.
- Customers are communities in the broadest sense, external and internal societies.

Excellent service also means service provided by the government to the community with various dimensions, standards, processes, and implementation so that the community feels satisfied with the service. The keyword in excellent service is "respect", which is adding something that cannot be valued with money, namely sincerity, integrity, and loyalty from the service provider itself.

In the end, excellent service can make a real contribution to efforts to increase community satisfaction, both privately, group and regionally. Of all that has been described, then excellent service is a good start in the effort to empower the community as the object being served.

B. Motivation and Work Spirit

Motivation comes from the Latin word "movere" which means encouragement or driving force. This motivation is only given to humans, especially to subordinates or followers. Motivation questions on how to encourage subordinate work passion so that they want to work hard by giving all their abilities and skills to realize organizational goals.

There are many meanings given by experts about motivation. Among them is Robert Heller in Manik and Sidharta who states that motivation is the desire to act [3]. Everyone can be motivated by several different strengths. At work, leaders need to influence subordinates to align their motivations with organizational needs.

The opinions of experts who provide definitions regarding motivation, among others, according to Colquitt, et. al in Joharis, motivation is a set of energetic forces that begin both from within and outside the worker, starting from work related to work, and considering direction, intensity, and determination [4]. Motivation is also a critical consideration because effective performance often requires both high ability and motivation.

Work motivation is the result of a collection of internal and external forces that cause workers to choose the path of acting according to certain behaviors. Ideally, this behavior will be directed towards achieving organizational goals [5]. Meanwhile, Newstrom argues that as a motivational indicator are:

- **Engagement.** Engagement is the promise of employees to show the level of enthusiasm, initiative, and effort to continue.
- **Commitment.** Commitment is a level at which employees bind with organizations and show the actions of organizational citizenship.
- **Satisfaction.** Satisfaction is a reflection of fulfilling psychological contracts and meeting expectations in the workplace.
- **Turnover.** Turnover is a loss of valued employees.

According to McShane and Van Glinow in Manik and Sidharta, the definition of motivation is as a force in people who influence direction, intensity, and persistence voluntary behavior [3]. Employees who are motivated want to use a certain level of effort (intensity), for a certain amount of time (persistence), to a particular goal (direction). Motivation is one of the four important drivers of individual behavior and performance.

From the opinions above, it can be concluded that motivation is an impulse to act on a series of processes of human behavior by considering the direction, intensity, and perseverance in achieving goals. While the elements contained in motivation include elements of arousing, directing, maintaining, showing intensity, being continuous, and having goals.

When talking about motivation, it will certainly be very related to employee morale. Both of these are interrelated because the success of an organization is determined, among others, by employees who have high morale in the organization. In connection with this, it is an obligation for each leader to encourage each of his subordinates to be passionate about work.

The spirit of work is the attitude and behavior of employees in the organization that runs in accordance with the goals of the organization so that employees in carrying out work are more appropriate, efficient and can achieve maximum results. To get better productivity, organizational leaders need to foster the morale of their employees. The spirit of work can be realized from the continuous motivation given by leaders to their subordinates. It aims to improve the quality of service and also the level of satisfaction of the people served.

C. Public Satisfaction

The word satisfaction comes from the Latin "satis" which means quite good or adequate, and "facto" which means to do or make. Satisfaction can be interpreted as an effort to fulfill something or make something sufficient. While according to Kotler customer satisfaction (in this case is the public) is a feeling of pleasure or disappointment someone who appears after comparing the performance (results) of products that are thought of the performance (results) expected [1]. If the performance is below expectations, the customer is not satisfied, and vice versa if the performance exceeds expectations, the customer is very satisfied or happy.

Public satisfaction is a very important factor in determining the success of an organization because people are consumers of the products they produce. Public satisfaction can only be achieved by providing quality services to the public. Good service is often assessed by the public as consumers directly from employees as people who serve or also referred to as service producers. Therefore an effort is needed to improve the quality of the service system provided in order to fulfill the desires and increase public satisfaction. So the quality of service is an important thing that must be considered by the organization in order to achieve public satisfaction.

To find out the level of public satisfaction can be measured and seen through the Public Satisfaction Index (IKM). The Public Satisfaction Index is data and information about the level of public satisfaction obtained from the results of quantitative and qualitative measurements of people's opinions and judgments in obtaining a service from the apparatus administering public services by comparing expectations and needs.

III. METHODOLOGY

The research was conducted using a survey approach. The survey was conducted on 385 people who used Public Holidays Services in the Tarogong Kaler District Office. To ensure the reliability of the instrument, it is tested beforehand for 30 users of Public Holidays Services. Data analysis using Partial Least Square (PLS).

Before testing the hypothesis, first, do the linearity assumption test. The results show that the correlation between variables in the structural model is linear. Therefore the linearity assumption in the PLS analysis is fulfilled and the data used in this study meet the linearity requirements. Thus, further analysis can be carried out.

TABLE I. LINEARITY TESTING

Correlation among Variables	Linearity Testing			
	R2	F	Sig.	Result
Quality of Public Holidays Services (X1) → Public Satisfaction (Y)	0.858	650.889	0.000	Linear
Spirit of Employee Work (X2) → Public Satisfaction (Y)	0.882	809.115	0.000	Linear

Source: Data Processed (2018)

The results of hypothesis testing and path coefficient values are presented in Table 2 as follows:

TABLE II. PATH COEFFICIENT OF DIRECT EFFECT AND HYPOTHESES TESTING

Hypotheses	Correlation among Variables	Path Coefficient	t-Statistic	t-Table	Result
H1	0.858	0.916	23.621	1.65	Sig
H2	0.882	0.065	0.559	1.65	TS

Source: Data Processed (2018)

Based on the results in Table 2, the research hypothesis can be explained as follows:

H1. The Quality of Public Holidays Services has a significant effect on Public Satisfaction at Tarogong Kaler District.

The results of testing the effect of the quality of public services holidays on public satisfaction can be proven through the path coefficient value of 0.916 with the value of the critical point (t-statistic) is 23.621 > 1.65. The results of hypothesis testing prove that the better the quality of public service holidays, the more public satisfaction increases at the Tarogong Kaler District Office.

H2. The Spirit of Employee Work did not significantly influence Public Satisfaction in the Tarogong Kaler District.

The results of testing the effect of the spirit of employee work on public satisfaction can be proven through the path coefficient value of 0.065 with a critical point value (t-statistic) is 0.559 < 1.65. The results of hypothesis testing prove that good the spirit of employee work is not followed by an increase in public satisfaction at the Tarogong Kaler District Office.

The aim of assessing the correlation between the estimated loading value and mean value is to identify and determine the importance of each indicator in reflecting variables or latent constructs. The estimated loading value and the mean value of the indicators of each variable in this study are presented in Table 3 below:

TABLE III. ESTIMATED VALUE EXPLANATION LOADING RELATIONS WITH MEAN

Variables	Indicators	Loading Factors	Mean	
			Ind.	Var.
Quality of Public Service Holidays (X1)	Accountability	0.836	3.95	
	Responsiveness	0.899		
	Orientation to services	0.857		
	Efficiency	0.842		
The Spirit of Employee Work (X2)	Engagement	0.817	3.22	
	Commitment	0.895		
	Satisfaction	0.748		
	Turnover	0.757		
Public Satisfaction (Y)	Public Appreciates (<i>respect</i>) to officers	0.937	4.23	
	People feel satisfied and make them follow the rules	0.795		

Table 3. Cont.

People feel satisfied and make them proud of the officer's work	0.848		
People feel satisfied and make them increase their initiative	0.926		
People feel satisfied and make them avoid conflict	0.762		

Source: Data Processed (2018)

Table 3 shows that the strongest indicator that reflects the public service quality variable of the holiday is responsiveness with a loading factor value of 0.899 and in practice runs well. Then, based on the value of loading factors, the strongest indicator of employee morale is the commitment of employees at 0.895 whose practice is considered quite good.

Respondents' assessment of the variable public satisfaction indicates that the majority of respondents consider that public appreciation (respect) to employees is the strongest indicator characterized by a high value of loading factor of 0.937. This reflects public satisfaction with the commitment of employees in carrying out services.

IV. RESULT AND DISCUSSION

A. The Effect of the Quality of Public Service Holidays on Public Satisfaction at Tarogong Kaler District

The results showed that the quality of public service holidays directly gives a significant effect on public satisfaction at Tarogong Kaler District. This is quite reasonable because the quality of public service holidays is perceived as good in implementation particularly in the area of accountability, responsiveness, orientation to service and efficiency indicators.

Descriptively, accountability has not been optimal in reflecting the quality of public services. However, in reality, it is considered as the best in its implementation. Responsiveness is considered very strong in reflecting the quality of public services and is considered good in its implementation. Then, an orientation toward service is also viewed as a high value in reflecting the quality of public services and it has been well implemented. Efficiency has high value in reflecting the quality of public services, however, it is still not optimal in practice. Based on these findings, the researcher can suggest that in order to optimize the efficiency indicator the Tarogong Kaler District office needs to provide a quick respond public services at a reasonable cost, the straightforward bureaucracy, the clear completion time, and also to make sure a free illegal levies service.

The implications of this public services quality can improve public satisfaction which is reflected through some indicators namely; people appreciate (respect) to officers, people feel satisfied and make them follow the rules, people feel satisfied and make them proud of the officers work, people feel satisfied and make them increase their initiative, people feel satisfied and make them avoid conflict.

People appreciate (respect) to officers is seen strong in reflecting public satisfaction and is also the best in its

implementation. Then, people feel satisfied and make them avoid conflict is not optimal in reflecting the public satisfaction, however, it is good in its implementation. People feel satisfied and make them follow the rules has also been good in practice. Furthermore, people feel satisfied and make them increase their initiative is considered strong in reflecting public satisfaction and is already good on its implementation. People feel satisfied and make them proud of the officer's work is also seen strong in reflecting public satisfaction, however, it is still not optimal in practice. Based on these findings, the researcher suggests optimizing people's satisfaction and pride to the officers' work by providing good services along with integrity, discipline, and empathy.

B. The Effect of the Spirit of Public Service Holidays on Public Satisfaction at Tarogong Kaler District

The results showed that the spirit of employee work does not give a direct significant effect on public satisfaction at Tarogong Kaler District office. This is quite reasonable because the spirit of employee work, especially the satisfaction factor is still not optimal in its implementation which is reflected from the slow respond services, unreasonable cost, convoluted bureaucracy, and unclear standard service completion as well as the persistence of illegal fees. The implications of these spirit of employee work can not increase public satisfaction which is reflected by the public low satisfaction in-service personnel.

V. CONCLUSION

Based on the results of the research, it can be concluded as follows; the quality of public service holidays has a significant effect on public satisfaction, and the spirit of employee work

has no significant effect on public satisfaction. The cause of the spirit of employee work variable does not affect public satisfaction, indicated related to the lack of satisfaction of employees who work on weekdays without compensation (voluntary) and lack of employees who provide services on holidays.

ACKNOWLEDGMENT

The Dean of the Faculty of Social and Political Sciences of the University of Garut, Head of Tarogong Kaler District who has given permission to conduct research, and those who have helped this research.

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