

The Effect of Performance and Services Quality on Satisfaction of Internal and External Customers Based on Total Quality Management Social Services in Siak District

Asnimar^{1(*)}, Dasman Lanin²

¹Study Program Master of Public Administration, Universitas Negeri Padang, Indonesia

²Department of Public Administration, Universitas Negeri Padang, Indonesia

(*)✉ (e-mail) tanjungasnimar@gmail.com

Abstract

The success of the nation's development in Indonesia is inseparable from the role and function of government organizations that carry out government duties because of the success of government organizations in achieving goals that strongly support the achievement of national development goals. In achieving maximum performance a person must be active in completing all his tasks. Also, this action can prevent the occurrence of employee performance phenomena that are not disciplined, giving rise to unsatisfactory actions in providing services to the public. According to external (community) customers/visitors, some of them complained and mentioned that it was not uncommon to find employee phenomena in providing non-optimal services such as employees who were late or lacking in time discipline taken from attendance data. social service offices, employees who are not available when needed under the pretext of attending meetings or other service events.

This research used quantitative approach with associative research type that goal to find influence among some variables. The population in this study were employees and visitors to the Siak District Social Service Office, with a total sample of 179 respondents including 25 internal people and 154 external people (community). The sample used in this study was based on Slovin Formula with a tolerance level of 5%. Sampling uses a simple random sampling technique. Data collection tools used are questionnaires/questionnaires arranged according to research variables using a Likert scale, where each question has five alternative answers.

The results of the study show that there are effects that are owned by the Performance variable on the internal and external customer satisfaction variables partially is 73.8% internal while the external value is 34.9%. And for the strength of the influence owned by the Service Quality variable on the internal and external customer satisfaction variables partially is 32.8% internal while the external value is 21.1%.

Keywords: *performance, Service Quality, customer satisfaction, Total Quality Management (TQM)*

Introduction

The Office of Social Services increases the accessibility of social services, prevents and manages social problems, improves the quality of social services and facilitates social health personnel resources. Some respondents stated that the performance system and service of the siak social service office were following the minimum service standards (SPM) that existed at the office of the Siak district social service, to be able to provide more optimal service quality.

Active participation in the form of sharing or openness of information technology in the form of high concern for the direction of services provided to the community. While some complained about the management services of the social service offices that were not on their side, some policies were unfair to them. assessing that the improvement of public services carried out by the government has

not had a significant impact, because it is still undermined by a very corrupt, unprofessional bureaucracy, lack of discipline will cause various kinds of problems in service which ultimately lead to dissatisfaction from the public.

Reflections on the actions of employees such as this need special attention, especially from their leaders, because they can hinder the organization's process. Service quality as measured by customer satisfaction (external and internal) simultaneously has not become the focus of service improvement in Indonesia. From the results of observations and interviews which can be concluded that the performance and quality of service in the Siak district social service office is the satisfaction expected by the customer has not been fully achieved due to factors or obstacles that arise from the employees of the Siak District Social Service Office.

Based on the conditions of performance and public services that have not been satisfactory above, even tend to be unresponsive and unprofessional according to Kurniawan and Puspitosari (2010) resulting in customers, they are faced with 2 coercion choices, namely: (1) to use discomfort (dissatisfaction) or (2) do not use at all (very dissatisfaction) because they do not agree with the character of the service provided by the government. Unprofessionalness can be assumed, one of which is caused by the dissatisfaction of employees. Because according to the TQM approach both customers, both internal (service providers) and external (service users) have close links. In TQM employee satisfaction determines external customer satisfaction (Schlenger and Hallowell, 2007: 295).

But academically there has not been an exploration of the theory that connects this two customer satisfaction. This is where the position of this research is carried out, by offering Equity theory, which assumes that it can conceptually connect the two customers, this condition is what triggers researchers to focus on the problem.

Based on the above background, the researchers are interested in researching with the title Effect of Service Quality and Quality on Internal and External Customer Satisfaction Based on Total Quality Management (TQM) at the Office of Social Services of Siak Regency.

Method

This type of research is classified into associative research, using quantitative descriptive research methods associative research is minimal research two variables are connected. Where this study aims to see the effect of several independent variables on the dependent variable and the direction of the relationship, looking at the Effect of Service Quality and Performance on Internal and External Customer Satisfaction Based on Total Quality Management (TQM) at the Siak District Social Service Office. The sampling technique that the authors used in this study was Simple Random Sampling. With a total sample of 179 respondents, including 25 internal respondents and 154 external respondents. The data collection technique that the researchers used was using a questionnaire. Questionnaires are a series of questions related to a particular topic, given to groups of individuals to obtain data, research on performance, service quality and its effect on internal and external customer satisfaction data will be obtained through questionnaires.

Results and Discussion

After collected data and analysis was done, the result of research can be seen on the picture as a follow:

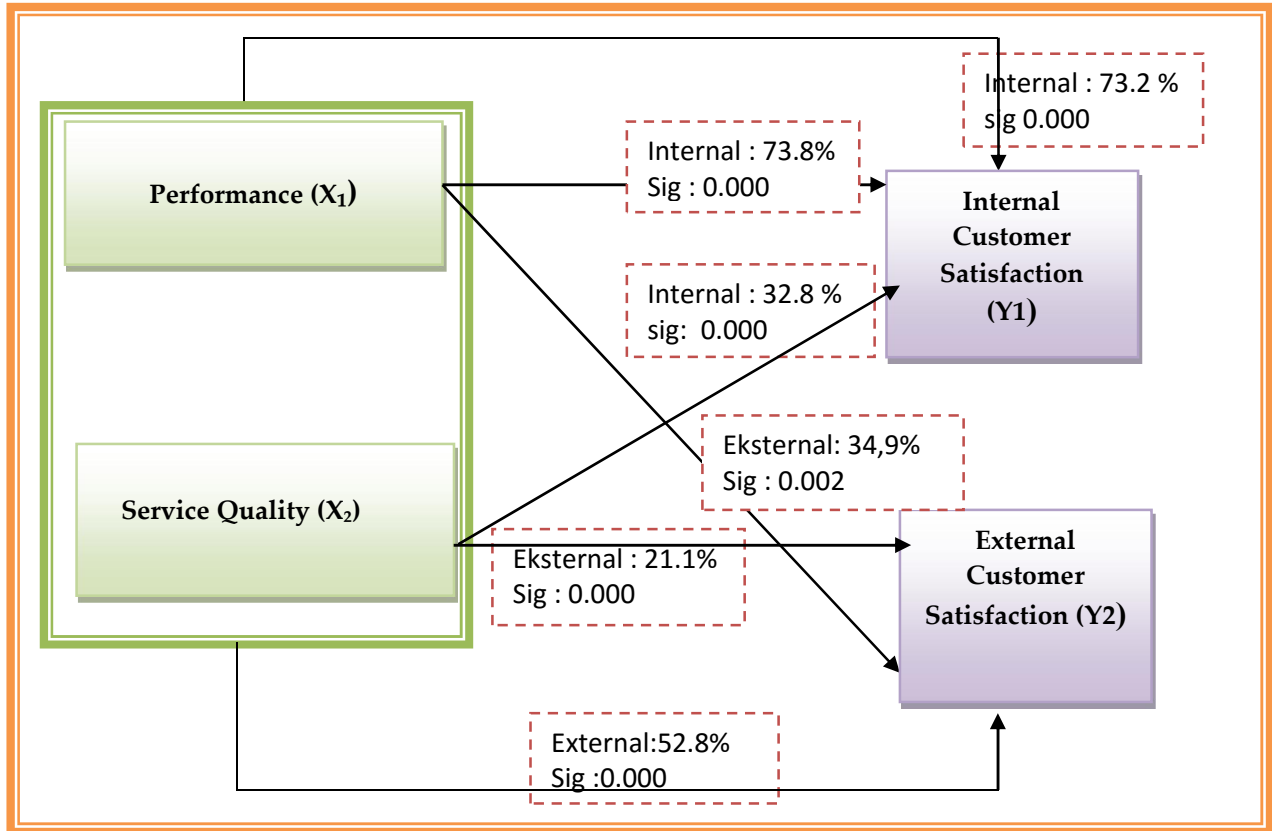


Figure 1. Effect of X₁ and X₂ on Internal and External Y

- a. Effect of Performance toward Internal Customer Satisfaction at Social Service Office of Siak Regency.

Based on data analysis, the results found that the Performance variable has positive significant effect toward the internal Customer Satisfaction variable partially. This is evidenced by the results of data processing using SPSS 16 software, which that found the significance value of the Performance variable on internal Customer Satisfaction is 0,000 < 0.05. The magnitude of the influence possessed by the Performance variable on the variables of internal customer satisfaction partially is 73,8% internal.

- b. Effect of Performance on External Customer Satisfaction at the Social Service Office of Siak Regency.

Based on the results of data analysis, this research found that the Performance variable has a positive and significant effect on the External Customer Satisfaction variable partially. This research found that the number significance of the Performance variable on External Customer Satisfaction is 0,000 < 0.05. The magnitude of the influence possessed by the Performance variable on external customer satisfaction partially is 34.9% external.

- c. Effect of Service Quality on Internal Customer Satisfaction in the Siak District Social Service.

Based on the results of analysis, it was found that the Service Quality variable has a positive and significant influence on the Internal Customer Satisfaction variable partially. This mean that the number of significance the Service Quality variable on Internal Customer Satisfaction is 0,000 < 0.05 for internal. As for the magnitude of the influence of the Service Quality variable on this internal customer satisfaction variable partially is 32.8% internally. This 32.8% internal value is obtained based on the adjusted r square value after the T-test on the third hypothesis is equal to 0.328 internally.

- d. Effect of Service Quality on External Customer Satisfaction in the Social Service Office of Siak Regency.

The research was found that the Service Quality variable partially had a positive and significant influence on the External Customer Satisfaction variable. This is evidenced by the results of data processing using the help of SPSS 16 software, which that found the significance value of the variable Service Quality to External Customer Satisfaction is $0.002 < 0.05$ for internal. The magnitude of the influence possessed by the variable Service Quality on the variable external customer satisfaction is partially equal to 21.1%. The external value of 21.1% is obtained based on the adjusted r square value after the T-test for the fourth hypothesis is equal to 0.211 External.

- e. Effect of Performance and Service Quality on Internal Customer Satisfaction at the Social Service Office of Siak Regency.

This research was found that significance value of simultaneously variable is $0,000 < 0,05$, and adjusted r square value of 0.732 which means that together the three independent variables of this study have an effect of 73.2% on the dependent variable (satisfaction).

- f. Effect of Performance and Service Quality on External Customer Satisfaction at the Social Service Office of Siak Regency.

This research was found that significance value of simultaneously variable is of $0,000 < 0,05$, and also found the adjusted r square value of 0,387 which means that three independent variables together of this study have an effect of 52.8% of the dependent variable (satisfaction) at the location of this study.

Conclusions

Based on the results and discussion of research conducted between the variable causes of the variable due to and between one other variable causing the Internal and External Customer Satisfaction of the Social Service of Siak Regency. It can be concluded as follows:

1. Performance has a significant positive effect on the Internal Customer Satisfaction of the Social Service of Siak Regency. The more appropriate the performance will certainly increase internal customer satisfaction at the Social Service of Siaka Regency. The number effect of variable is 0.738 with a significance value of 0.000.
2. Based on the results of data analysis, it is known that the regression coefficient value of the Performance variable is 0.394 with a significance value of 0,000. So the effect of performance on external customer satisfaction is 39.4%.
3. Service Quality has a positive effect on Internal Customer Satisfaction at the Social Service of Siak Regency. Quality of Service will certainly increase the Internal Customer Satisfaction of the Social Service of Siak Regency. The number effect of variable is 0.328 with a significance value of 0,000 for internal influences.
4. Based on the results of data analysis it is known that the regression coefficient value of the Quality of Service variable for External influences is 21.1% with a significance of 0,000. So the effect of performance on external satisfaction is 21.1%.
5. Performance and Service Quality significantly influence Internal Customer Satisfaction at the Social Service of Siak Regency. The more appropriate the Performance and Service Quality will certainly increase the internal and external Customer Satisfaction of the Social Service of Siak Regency. Based on the results of data analysis the regression coefficient of service quality is known to be 73.2% with a significance value of 0.000.
6. Service Performance and Quality has a significant effect on External Customer Satisfaction in the Social Service of Siak Regency. The more appropriate the Performance and Service Quality will certainly increase the external Customer Satisfaction of the Social Service of Siak

Regency. Based on the results of data analysis, it is known that the regression coefficient of the Service Quality variable is 52.8% with a significance of 0.000 for external influences.

Implications

Based on the conclusions above, the theoretical and practical implications can be arranged, as follows:

1. Theoretical Implications. Theoretically, this research has implications, namely:
 - a. Performance has a significant effect on Internal and External Customer Satisfaction of the Social Service of Siak Regency, which means that to get good Internal and External Customer Satisfaction in the Social Service of Siak Regency, it is necessary to apply optimal and competent performance in their field. So the findings in this study reinforce the theory put forward by Oliver (in Nengkoda et al., 2011) explaining that the level of one's feelings after comparing the performance or the results he feels with his expectations. If the performance is below expectations, then the customer feels disappointed and if the performance is following expectations, then the customer feels satisfied. Whereas if the performance exceeds expectations, the customer is very satisfied. (Robbins, 2006) theory regarding the impact of customer satisfaction on employee performance, Robbins states that satisfied employees are most likely to talk positively about the organization, help others and do their work performance beyond normal estimates.
 - b. Service Quality has a significant influence on Internal and External Customer Satisfaction of the Social Service of Siak Regency, which means that to get customer satisfaction at the Social Service of Siak Regency, it is necessary to apply optimal and conducive service quality. So the findings in this study strengthen the theory (Parasuraman et al., 1990) stating that the concept of quality of service is a complex understanding that illustrates qualities that provide satisfaction or dissatisfaction. Quality of service concept expressed quality when customer's expected service is not in accordance with service felt by customer. Service quality is said to provide satisfaction when service is expected according to the service felt. In addition, the results of the study also explained that: the quality and customer satisfaction are closely related. Good quality of service will make someone subscribe to the company. In the long run, this will have an impact on the company's accuracy in understanding customer expectations and needs. If the company understands this, the company can improve customer satisfaction by making the company maximize the pleasant customer experience and minimize or eliminate the customer experience less Fun. In turn, customer satisfaction can create customer loyalty or loyalty to the company that provides satisfactory quality (Tjiptono & Diana, 2001)
2. Practical Implications. Practically this research has implications, namely:
 - a. The results of this study can be taken into consideration for the Siak District Social Service in increasing internal and external customer satisfaction better.
 - b. The results of this study can also be a guideline for Siak Regency Government agencies in increasing internal and external customer satisfaction better

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