

The Effect of Quality of Fisheries Service Toward Satisfaction of Fisheries Business in Pesisir Selatan Regency

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Abstract

Pesisir Selatan Regency is an area that has great potential in the marine and fisheries sector. Lack of services and empowerment of fisheries business operators in the Pesisir Selatan Regency has resulted in the satisfaction of fisheries business actors not being optimal. One of the steps taken by the central government in overcoming this problem is by providing Fisheries Instructors who work in each sub-district in the Pesisir Selatan Regency. The role of the fisheries instructor is, among others, as a messenger of information, a connecting bridge and a guide for fishermen. In carrying out their duties, fisheries instructors face constraints such as distance, time, number of instructors and lack of awareness of business actors. This research uses a descriptive quantitative method. A population of 130 people and a sample of 98 fishery business operators in the Pesisir Selatan Regency. Sampling using slovin formula and Simple Random Sampling technique. Data collection was carried out using questionnaires and interviews. Data were analyzed using regression analysis techniques. The results showed a significant influence on the quality of fisheries extension services on the satisfaction of fishery business operators in the Pesisir Selatan Regency by 33.4%. Based on the results of this study, the Government of Pesisir Selatan Regency needs to formulate technical guidance to the Fisheries Instructors on the values of service quality that can increase satisfaction for fisheries businesses.

Keywords: *service quality, fisheries extension, business satisfaction*

Introduction

One of the most potential sectors in the Pesisir Selatan Regency is the Sea Fisheries sector. This can be seen from the coastline that has 234 km along with the diversity of natural resources in the coastal area of the Pesisir Selatan Regency. To develop the potential of fisheries, the government provides fisheries extension workers.

Counseling is an activity to disseminate information relating to efforts to improve habits or mindset for the creation of community welfare. Counseling provides illumination that is carried out continuously, with all your might and mind, time-consuming and tiring until the behavior changes that are shown by the extension recipients who become counseling clients (McShane, Steven L. & Von Glinow, 2008).

According to Law Number 16 of 2006 concerning Agricultural, Fisheries and Forestry Extension Systems, counseling is a learning process for businesses and businesses to be willing and able to help and organize themselves in accessing market information, technology, capital, and other resources as an effort to improve awareness in the preservation of environmental functions. The fisheries business actors referred to are fishermen, fish cultivators, fish processors, fishery product marketing and salt farmers (Law Number 16 of 2006 concerning Agricultural, Fisheries and Forestry Extension Systems, 2006).

The number of fisheries instructors in the Pesisir Selatan Regency of civil servants is 10 people with a classification of 5 people, Diploma III as many as 1 person, high school 4 people are all male.

Meanwhile, the number of Extension Fisheries instructors is 12 people, consisting of 11 people from Bachelor and 1 Diploma.

The current phenomenon is that most fisheries instructors are not optimally carrying out their jobs. The indication is the behavior is less responsible and does not have a strong will to achieve the performance targets that have been set. Also, a very broad and complex work environment results in ineffective and ineffective instructor performance, which makes fisheries businesses less satisfied with the services of extension workers (Pesisir Selatan Regency Fisheries Service).

Literature Review

Quality of Service

Quality has a close relationship with the satisfaction of fisheries businesses because quality encourages business actors to understand carefully the expectations of business actors and their needs. Thus fisheries counselors can increase business operators' satisfaction by maximizing pleasant services and minimizing unpleasant services.

According to Kotler and Keller (2009), the quality of service is the totality of features and characteristics of a product or service that depends on its ability to satisfy expressed or implied needs. The definition is centered on business actors. We can state that fisheries instructors have provided services if the quality of services provided meets the expectations of the business actor.

In line with this Goets and Davis in Tjiptono (2005) argue that quality is a dynamic condition related to products, human services, processes and the environment that meets or exceeds expectations.

Fisheries counselors

Refer to Law No. 16/2006 on Agricultural, Fisheries, and Forestry Extension Systems (SP3K), counseling is not only an activity that involves functional staff but also the professional staff. Furthermore, to get professional recognition, instructors are required to follow certification held by the Professional Certification Institute (LSP). The certification process carried out by the LSP refers to the Indonesian National Work Competency Standards for Fisheries Extension Work which are agreed by multi parties including the beneficiary community (main actors and businesses), the government, and the private sector (Law Number 16 of 2006 concerning Agricultural, Fisheries and Forestry Extension Systems, 2006).

As a foundation for competency in fisheries extension, it is necessary to agree on a philosophical foundation and a practical basis for fisheries extension. Before setting the competency standard in question, it must be clear first the praxis education practices adopted. Basic education philosophy needs to be integrated in fisheries education as part of the educational process, namely (i) the philosophy of the importance of individuals, (ii) the philosophy of helping oneself, (iii) the philosophy of educating, (iv) the philosophy of democracy, (v) the philosophy of cooperation, and (vi) the philosophy of continuity (Hariyanto, 2014) . To implement this philosophy into concrete action, the counseling program needs to integrate three types of programs as stated by Sartika (2011), namely developmental programs, institutional programs, and informational programs. Counseling can combine various forms of the above program by the specific conditions of the community education system participants. The most intensive developmental program is seen in terms of the scope of its program activities. The ability of the community to continue the program when the role of the reform agent decreases or the program ends is very necessary for community independence in solving problems, and making decisions for their survival.

The role of fisheries instructors is similar to community development workers in the context of facilitating community development. Therefore, it is very relevant if fisheries counselors can understand the important principles applied in conducting education. The principles include 22 principles that need to be understood by the facilitator in community development (Sartika, 2011) ss: (1) development is carried out in an integrated manner between various sectors, is cross sectoral, not aimed at one sector only, (2) community development is dealing with structural losses such as dealing

with community structure pressures, ethnic pressures, education systems etc., (3) recognition of human rights, (4) sustainable means ecologically, community development should not damage the preservation of natural resources, (5) achieve the goal of empowerment, (6) includes personal and political aspects, (7) recognition of community ownership, (8) the principle of independence, which means utilizing one's own strength, not relying on outside assistance or at least being able to establish mutually beneficial relations with the outside world, (9) not dependent in the state, (10) achievement of short-term goals and main vision, (11) development that is organic, (12) the community can determine the pace of development; (13) proportional role of experts from outside the community, (14) principles of community building, (15) process and outcome orientation, (16) process integration, (17) nonviolence, (18) uniqueness, (19) agreement, (20) cooperation, (21) participation, and (22) determination of needs. The principles are not a sequence, but rather aspects that should be contained in a community development activity.

Counseling is an active process that requires interaction between instructors and instructors to build a process of behavior change. In other words, counseling activities do not stop with information dissemination and providing information. However, it is a process that is carried out continuously, with all the might and mind, it takes time and is tiring, until the behavior changes that are shown by the beneficiaries who are the counseling clients (Dye, 1992).

The purpose of fisheries education is the change in fishermen's behavior which includes changes in knowledge or things that are known, changes in skills or habits in doing things and changes in attitudes and mentality towards a better direction with the ultimate goal of the extension is better welfare (Hariyanto, 2014).

Fisheries counselor is one of the essential components in a fisheries extension system. The function and role of the Fisheries Instructor in the fisheries extension system according to Law Number 16 of 2006 are: (1) facilitating the process of empowering the main actors and business actors, (2) seeking easy access of the main actors and business actors to information, technology, and resource sources others so that they can develop their business, (3) improve leadership, managerial, and entrepreneurial abilities of the main actors and fisheries business actors, (4) help the main actors and fisheries business actors in developing their organizations into economic organizations that are highly competitive, productive, implementing procedures good and sustainable business management, (5) help analyze and solve problems and respond to opportunities and challenges faced by the main actors and business actors in managing the business, (6) fostering awareness of the main actors and business actors towards the preservation of environmental functions, and (7) institutionalize the cultural values of advanced fisheries development and modernity for the main actors and business actors in a sustainable manner. To carry out these functions and roles by taking into account the conditions of fisheries extension as well as the conditions of marine and fisheries business demands an increase in the competency of Fisheries Instructors to realize professional Fisheries. The role of fisheries instructors acts as a companion and true partner of the main actors (fish breeders, fishermen and fish processors).

Business actors fisheries are the target of the program in developing the fisheries business. Law Number 16 of 2006 concerning Agricultural, Fisheries and Forestry Extension Systems indicates that the work of Fisheries Extension is a profession. Furthermore, Government Regulation Number 43 of 2009 concerning Financing, Fostering, and Supervision of Agricultural, Fisheries and Forestry Counseling states that every Civil Servant Extension has received a professional certificate by work competency standards and professional position levels, is given the professional extension allowance. Regulation of the Minister of State for Administrative Reform Number 19 / M.PAN / 10/2008 concerning Functional Position of Fisheries Instructors and Credit Numbers and Joint Regulation of the Minister of Maritime Affairs and Fisheries and Head of State Civil Service Agency Number PB.01 / MEN / 2009 and Number 14 of 2009, regarding the Implementation Guidelines for Functional Position of Fisheries Instructors and their Credit Numbers confirms the task of the supervisory agency, namely the Ministry of Maritime Affairs and Fisheries, among others, setting competency standards for fisheries counselor positions. To

implement the spirit of the Law, Government Regulations, PAN Regulation and Joint Regulations of the Minister of Maritime Affairs and Fisheries and the BKN, competency standards are needed that reflect the professionalism of a Fisheries Instructor. The competency standards are described in the form of the Indonesian National Work Competency Standards (SKKNI) for Fisheries Extension Workers.

Post Law No. 16/2006, fisheries extension policies and strategies need to be constantly developed so that they become an adaptive, innovative and tested system. Fisheries instructors, in this case, play an important role as agents of change that can support the performance of the extension system. Also, the principle of prioritizing the needs of the main actors must remain the dominant paradigm in the implementation of the extension system. The implication is that when the fisheries counseling profession has been formally legitimized by the government, the instructor's competence is important to be constantly developed by the changes that occur. For this reason, it is important to discuss the competency of instructors in response to the recognition of the fisheries extension profession. The success of fisheries instructors in delivering fisheries cultivators, fishermen, processors, and marketers of fishery products to improve business efficiency, develop social economic groups and organizations, maintain the preservation of natural resources and the environment will be directly proportional to the performance, and achievement of the fisheries development goals themselves. In principle, counseling applies an approach similar to that held by the Indonesian Ministry of Maritime Affairs and Fisheries (DKP), namely pro-job, pro-growth, and pro-poor (Law Number 16 of 2006 concerning Agricultural, Fisheries and Forestry Extension Systems, 2006).

The role of fisheries instructors is similar to community development workers in the context of facilitating community development (Law Number 16 of 2006). Therefore, it is very relevant if fisheries counselors can understand the important principles applied in conducting education. The principles include 22 principles that need to be understood by the facilitator in community development (Sartika, 2011): (1) development is carried out in an integrated manner between various sectors, is cross-sectoral in nature, not aimed at one sector alone, (2) community development is faced with losses structural in nature such as dealing with community structures, ethnic pressure, the education system, etc., (3) recognition of human rights, (4) sustainable means ecologically, community development should not damage the preservation of natural resources, (5) achieve the goal of empowerment, (6) includes personal and political aspects, (7) recognition of community ownership, (8) the principle of independence, which means utilizing one's own strength, not relying on outside assistance or at least being able to have a mutually beneficial relationship with the outside world, (9) not dependent on country, (10) achievement of short-term goals and main vision, (11) development that is of a nature organic, (12) the community can determine the pace of development; (13) proportional role of experts from outside the community, (14) principles of community building, (15) process and outcome orientation, (16) process integration, (17) nonviolence, (18) uniqueness, (19) agreement, (20) cooperation, (21) participation, and (22) determination of needs. The principles are not a sequence, but rather aspects that should be contained in a community development activity.

The fisheries extension system is closely related to the extension system as stated in the foregoing (natural ecosystem systems, management systems, and humanistic systems). It is important to identify the parties involved in each sub-system, and the role of fisheries extension workers in each sub-system. For this reason, fisheries counselors can be grouped into three levels, including the first level which focuses on the front line in extension services; the second level focuses on program development and is the link between the extension groups at level one and three, and the third level is fisheries extension workers who focus on policy advocacy activities at the top line. Thus the scope of work of fisheries instructors will be clearer and the burden carried will be proportional to the compensation to which they are entitled. As a functional staff, the scope of extension work is based on its function as a companion for the fishing/cultivator/fishery product processing and marketers community. All fisheries instructors must master the principles of counseling, especially related to the ability of community organizing, information-innovation communication, and advocacy. Specifically, fisheries instructors can develop specificity according to their talents, interests, and consistency in their fields, in

the areas of aquaculture, fishing technology, processing, marketing, and fisheries socio-economic institutional development. At the level of expertise, the fisheries instructor chooses the specialization that he practiced, for example, the grouper breeders, vaccine experts for the eradication of the virus in carp, experts in aquaculture, not even impossible that no extension agent masters the field of breeding.

Satisfaction

According to Kotler and Keller (2009: 138), satisfaction is someone's pleasure or disappointment that results from comparing the perceived product performance (or results) with the expected expectations. If the performance is far from expectations, then the consumer is not satisfied. If the performance is in line with expectations, then the consumer will be satisfied. If the performance exceeds expectations, the customer is certainly very satisfied or happy. From this definition, it can be said that satisfaction is one's happy feelings towards the product offered with the expected expectations.

In Permenpan Number 16 of 2014 concerning Guidelines for Community Satisfaction Survey on Public Service Delivery, to conduct a customer satisfaction survey, the government has set indicators used to measure the level of community satisfaction, namely there are 9 (nine) scope of the community satisfaction survey used to measuring the level of community satisfaction, namely: (1) Requirements are conditions that must be met in the maintenance of a type of service, both technical and administrative requirements. (2) The procedure is a standardized procedure for service providers and recipients, including complaints. (3) Time is the period needed to complete the entire service process of each type of service. (4) Costs/tariffs are the fees charged to the recipient of services in managing and/or obtaining services from the organizer, the amount of which is determined based on an agreement between the organizer and the community. (5) Product type specifications are the results of services provided and received by the stipulated conditions. This service product is the result of every service specification. (6) Implementing competency is the ability that must be possessed by the implementer including knowledge, expertise, and experience. (7) Implementing behavior is the attitude of officers in providing services. (8) Information is a statement of the ability of the organizer to carry out services by service standards. (9) Handling of complaints, suggestions, and input is the procedure for implementing complaints handling and follow-up.

Method

This research uses a descriptive quantitative method. This research was conducted in 15 sub-districts in the Pesisir Selatan Regency. The population in this study were 130 fisheries businesses. The sample in this study was selected using the Slovin formula with an error rate of 5% and produced as many as 98 samples of marine and fisheries business actors. Sampling in this study used the Simple Random Sampling technique. Data collection uses questionnaires distributed and interviews with fisheries businesses. Data measurement using a Likert scale. Data were analyzed using simple linear regression techniques Data processing using SPSS version 20 and SEM PLS (Hasan, 2010); (Edwards & Oman, 2003)

Results and Discussion

Characteristics of Respondents

Characteristics of respondents in this study are presented in the following table:

Table 1. Characteristics of Respondents

Characteristics	Frequencies	Percentage
Gender		
Men	93	94.9%
Woman	5	5.1%

Age

17 s/d 27 Years	4	7.1%
28 s/d 38 Years	47	48%
39 s/d 49 Years	28	28.6%
50 s/d 60 tahun	16	16.3%

Education Last

SD	3	3,1%
SLTP	38	38.7%
SLTA	37	37.7%
D3	19	19.4%
S1	1	1.1%

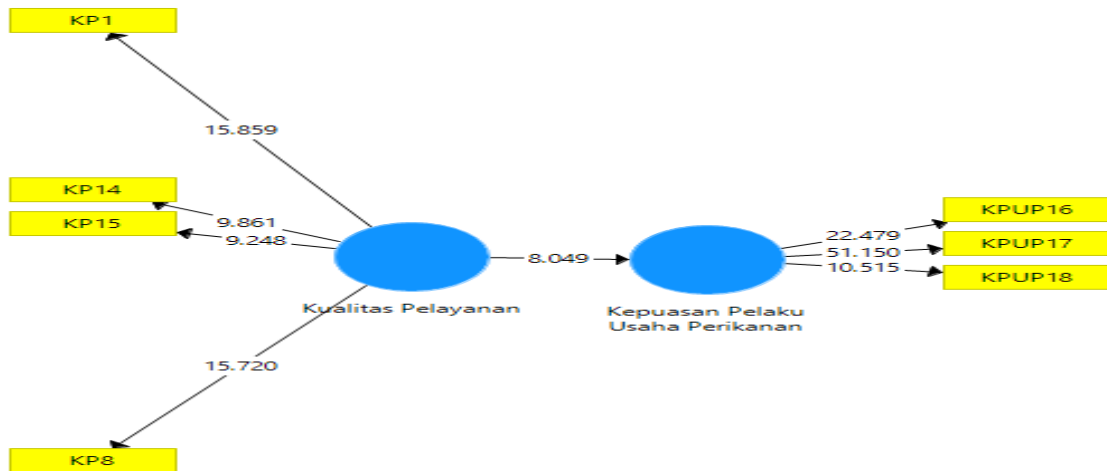
Occupation

Fisherman	86	87.7%
Fish Cultivator	3	3,06 %
Fish Processor	3	3.06%
Fish Seller	6	6.12%
Salt Farmer	-	-

Source: Primary data processed 2019

Test the Validity of the Variables (X) and (Y)

The results of the validity test of variables X and Y can be seen in the image below,



The picture above shows that of the 15 statements of service quality variables, after analysis only 4 statements are valid because it has a construct of > 7 only 4, the rest has a construct of < 7 , meaning that it is invalid. Furthermore, the Customer Satisfaction Variable has 18 statements, after analyzing using SEM PLS, only 3 statements are valid. The rest is invalid because it has a construct > 7 only 3, the rest has a construct < 7 .

Results of Regression Analysis

Regression test results can be seen in the following table.

Table 2. Results of regression analysis

Independent Variable	R-Square	R Square Adjusted
Fisheries Business Satisfaction	0,334	0,327

Source: Primary data processed 2019

Table 2 shows the satisfaction variable of Fisheries Business Actors having R-Square of 0.334 which means that it is generally interpreted that the satisfaction of fishermen is influenced by the quality of fisheries extension services by 33.4%. While the remaining 66.6% is influenced by other variables not included in the scope of this study.

The findings of this study indicate that the quality of fisheries extension services affects the level of satisfaction of fisheries business operators. Thus the hypothesis proposed "the higher the quality of fisheries extension services, the higher the satisfaction of fisheries business operators" can be accepted.

Based on the opinion of Experts Kotler and Keller (2009) states that service quality is the totality of features and service characteristics that depend on its ability to satisfy stated needs, it can be concluded that fisheries instructors who have provided services provided have met the expectations of business operators.

Based on the data analysis that has been done, it can be concluded that the quality of fisheries extension services significantly influences the satisfaction of fisheries business operators. The work culture variable significantly influences the satisfaction of fishery business actors because of the significance of 0,000. Service quality contributed to satisfaction by 52.9% while the remaining 47.1% contributed by other variables not examined in this study. So it can be said that the higher the quality of extension services, the higher the satisfaction of fishery business operators in the Pesisir Selatan Regency.

Based on the information above, it can be said that the fisheries instructor has carried out their duties by the duties and functions, the extension agent has implemented the Ministry of Maritime Affairs and Fisheries related to the Business Actor Card (Kusuka Card) program and the Pro Fisherman Anti-Poverty Movement (Progakin) Program South, but there are still not optimal socialization, services, and efforts made by fisheries counselors to fisheries businesses related to the Kusuka Card program and Pro Fishermen's Anti-Poverty Movement (Progakin) program.

The results of the research presented above show that the quality of extension service to fisheries business satisfaction has a positive effect (0.5298) and significant t value of 0.448 with t value of this study can be concluded that the quality of service of fisheries instructor to the satisfaction of fisheries business operators is significant and accepted.

The opinion of Ife (2008) states that a counselor must understand 22 principles in community development including integration between various sectors, community structure pressure, recognition of human rights, sustainability, achieving empowerment goals, personal and political aspects, recognized community ownership, the principle of independence, does not depend on the state, achieving short-term goals and shared principles, organic, community development, the role of experts, the principle of community development, process and outcome orientation, integrated processes, without violence, uniqueness, agreements, cooperation, participation and determination of needs in serving the community.

Based on previous research conducted by researcher Dasman Lanin (2014) with the title The role of managers has a significant influence on citizen satisfaction in public service, this is in line with the author's research.

The logical reason for the quality of extension services for fisheries business operators' satisfaction is that in the process of delivering information on the Pro Gakin Program and the Kusuka Card Program

conducted by the instructors to fisheries businesses, they often experience obstacles and problems. The limited-time owned by business actors as well as the lack of trust in innovations taught by extension agents hurt the interests of fisheries businesses to participate in extension activities.

A large amount of aid in the form of capital and fishing facility assistance provided by the government also affects businesses to continue to expect assistance so that the role of extension workers as information conveyers and innovations in fishing activities is more difficult to accept because they are deemed not to bring the assistance they expect. Coupled with a large number of groups taking assistance for resale, resulting in slower development of the fisheries sector.

The limited number of fisheries extension workers is also an obstacle to the extension activities carried out. Currently, there are 22 fisheries extension workers in Pesisir Selatan Regency, spread over 15 sub-districts in Pesisir Selatan Regency. The fisheries instructor has the status of 10 Civil Servants (PNS) and the status of Assistance Fisheries (PPB) is 12 people. This amount is still considered insufficient when compared to the increasingly wide area that has fishery potential. The lack of extension workers has an impact on increasing the difficulty of extension workers in controlling the activities of business operators.

From the description above based on previous research and the author's research that the quality of instructor services has a positive and significant effect on the satisfaction of business actors in the Pesisir Selatan Regency Kusuka Card Program, the authors conclude that the results of this study are not in harmony with the results of previous studies, but there is one similar researcher.

If related to the profile of respondents, the results of the study show that fisheries businesses that work in the South Coastal Regency are more male than the female who is 94.9% male and 5.1% female.

This means that the number of fisheries businessmen are 93 people and women are 5 people. This comparison is indeed relatively small. So according to the opinion of the author, it can not be concluded that male sex determines a high level of satisfaction. However, both men and women have the potential to feel the level of satisfaction in their workplaces.

In terms of age, the average number of fishery business operators in the Pesisir Selatan Regency ranges from 28-38 years, with a total of 47 people, 48%. This figure is quite a lot compared to other age ranges. This implies an implicit meaning that fisheries entrepreneurs between the ages of 28 and 38 have a higher tendency of satisfaction and tend to behave positively, higher than fisheries businesses aged 20 - 35 and or those aged 40 years and over.

Fisheries Business Satisfaction

Analysis of satisfaction of fishery business actors in receiving counseling is divided into 3 indicators, namely:

1. Frequency of Extension Attendance. Fishers, Fish Cultivators and Fish Processing and Marketing who are part of the group fostered by extension staff are satisfied with the existence of extension workers who can attend and help them when needed. Extension agents are present 4-6 times a month to control the development of fishery business actors. However, because the number of instructors is limited in each sub-district, it is difficult for extension agents to allocate time to the field.
2. The Role of Extension Workers in Resolving Fisheries Problems. In this situation, fishery business actors assume that with the existence of extension agents, they will be able to assist in solving the problems encountered in the fisheries activities that they do. Control activities carried out by extension agents also help them in solving problems encountered in the application of innovations.
3. Availability of Production Facilities. The existence of extension agents in the Pesisir Selatan Regency, fishermen, fish cultivators, and fish processing and marketing can find out what fishing facilities are needed and how to use them in fishery activities. Extension agents also assist

in distributing fishing facilities assistance provided by the government to fisheries businesses in need in Pesisir Selatan Regency.

Conclusions

The number of Kusuka Selatan Pesisir Regency Cards registered at the Ministry of Maritime Affairs and Fisheries is 9,441 pieces, with details of business operators (fishermen) of 7,918 units, 72 business operators (fish marketers), business operators (fish cultivators) of 1,170 pieces and 281 business operators (fish processors).

The Fishermen's Group Called the Joint Business Group (KUB) that gets the Pro Fishermen's Anti Poverty Movement (Progakin) program by District is as follow as : Koto XI Tarusan District as much 5 KUB, Bayang District as much 7 KUB, IV Jurai District as much 1 KUB, Batang Kapas District as much 2 KUB, Sutera District as much 5 KUB, Lengayang District as much 1 KUB, Ranah Pesisir District as much 4 KUB, Air Pura District as much 4 KUB.

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