Analysis Work Culture of Community Satisfaction Through Quality of Public Services

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Abstract

A good work culture is very important to be implemented in organizational life, especially government organizations with the hope of increasing service to the community. The purpose of this study is to look at the influence of work culture on community satisfaction through service quality. The sample in this study amounted to 75 respondents from the community who dealt with the Toboh Gadang Sub-District Head office and collected data through questionnaires. Data analysis techniques in this study used the Structural Equation Model (SEM) - Partial Least Square (PLS). The results of this study are: 1) Work culture provides a positive and significant effect on community satisfaction. 2) Work culture has a positive and significant effect on service quality. 3) Service quality has a significant positive effect on community satisfaction. 4) Work culture has a significant positive effect on community satisfaction through service quality.

Keywords: work culture, service quality, community satisfaction

Introduction

Human resources as a crucial consider the organization to terms of providing services to other human resources. Good quality of service will have a bearing on individual satisfaction. Satisfaction is defined as a positive psychological condition, which is characterized by past, high and negative satisfaction (Werner & DeSimone, 2009).

The sub-district is that the line office of the regional government that deals directly with the community and has the task of fostering the village Kecamatan is a corporation that lives and serves the lives of the people. In Law Number 23 of 2014 (Pemerintah Republik Indonesia, 2014) it's explained that "District / City Regions form Sub-Districts within the context of improving the coordination of state administration, public services, and empowerment of rural / urban communities". As for the Sintuk Toboh Gadang Subdistrict, which is one amongst the 17 Subdistricts in Padang Pariaman Regency, the subsequent is data on the quantity of individuals providing public services as follows :

Table 1. Types of Public and Community Services dealing in Sintuk Toboh Gadang District in 2016-2018

No	Types of service	2016	2017	2018
1	Arrangement of E-KTP	102	91	135
2	Arrangement certificate of being unable (SKTM)	36	24	12
3	Arrangement bill of mortality	37	31	42
4	Arrangement heirs affidavit	21	19	11
5	Arrangement business permit recomendations	12	11	5
6	Arrangementbuilding permit	7	12	6
7	Certificate of Good Behavior (SKBB)	83	72	62
8	Letter of marriage dispensation	13	12	18
	Total	311	272	291

Source : Arsip Kecamatan Sintuk Toboh Gadang

Based on table 1 will be seen that there's a decrease in community interest, in 2016 there have been 311 folks that used services and in 2018 there have been only 291 services, meaning other words from 2016 to 2018 there was a decrease in community interest, namely 6.43% in SitukTobohGadang sub-district . The services provided are still very faraway from the expectations of the community, because the work culture that's still rigid and limited to plain procedures makes the community's lack of satisfaction with the services provided. this is often evident from the very fact that the private development of the District culture is extremely varied. as an example, the habits of employees in SintukTobohGadang Subdistrict in winding up their work are normative, tend to drop obligations, postpone work, dont arrived on time and leave early, all of which ends up in acts of non-discipline. More disciplined behavior like functioning on time and obeying the foundations of order should be applied and become a permanent a part of the work culture of all employees without exception in SintukTobohGadang District. within the pre-study, researchers also found that there have been vacant employees on standby at the service desk while the hours didn't show a possibility time (Busby, 2018).

This condition is further strengthened by the inadequacy of innovations that are dispensed in SintukTobohGadang District, namely the delivery of knowledge through E-Information provided through the Whatsapp application. Communication between employees and therefore the people in SintukTobohGadang Sub-district has triggered the failure of the E-Information Program. additionally, the mindset of the folks that still think that each one services must acquire administrative completion within the sub-district. the subsequent is data on the utilization of E-community information supported community responses within the Whatsapp application as follows:
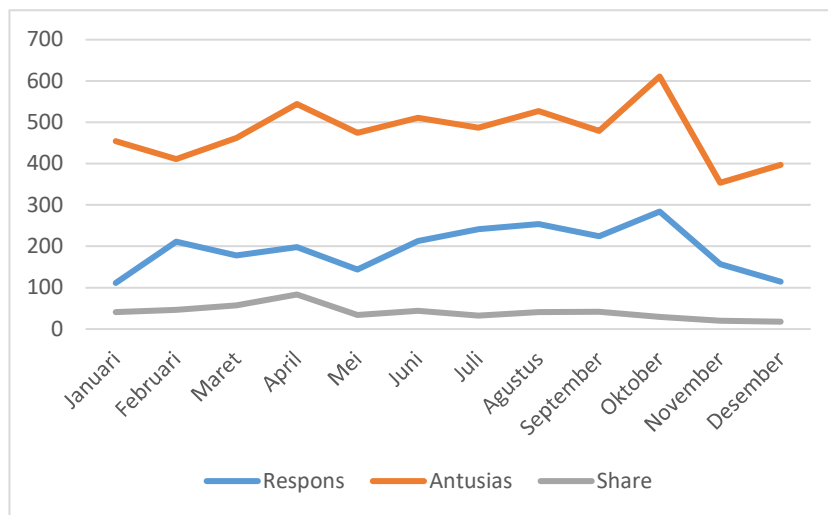
Source : WhatsupGrup Response in 2018

Figure 1. Community Responses in the 2018 Whats Up Application

Based on figure 1, it will be seen that the fluctuations in response between the community and repair employees, it will be seen within the enthusiasm of individuals who chat within the group there was a major decrease, not only that the responses (questions and answers and feedback information) made by employees also decreased at the tip of the year. this is often a priority for service employees because the keenness of the community during this E-Information has to be increased Learn to pronounce.

Based on (Nawawi, 2003) Work culture could be a habit that's done repeatedly by employees in organization, violation of this habit doesnt have strict sanctions, but from the morality of the organizational actors have agreed that the habit could be a must be obeyed within the context of finishing up work to realize goals. (Schein in Frinaldi, 2014) work culture could be a perspective of

values, understanding the way to work, rules, norms, mindset, and behavior of every employee or group of employees and their leaders in finishing,up employment.

A non-optimal work culture will reduce the standard of employee services. Service Quality is how far the differences between expectation and reality of the purchasers for the services that they received. Service Quality will be known by comparing customer perceptions services receive with the particular service they expect. Quality of service is that the main concern for the corporate, which involves all of the company's resources.

In there, the decress of quality service will give directly efect to statisfaction of community, the statisfaction could be a possitive respon from customer which is indicated by things like feelings of enjoyment, fulfillment of expectations for a performance and repair. (Kotler & Keller, 2009), satisfaction could be a pleasure feeling or disappointment from someone thats comes from the comparison between impression of the performance or the results of a product and expectations. it shows that satisfaction could be a function of the impression that performance and expectations. If performance is belows , the customer isn't satisfied. Conversely, if the performance meets the expectations of shoppers are going to be satisfied.

The purpose of this study to reveal the influence of culture on community satisfaction through service quality in Sintuk Toboh Gadang District, and also the hypothesis is :
  1. there's an immediate influence of work culture on service quality
  2. there's an immediate influence of work culture on community satisfaction
  3. there's an immediate influence on service quality on community satisfaction
  4. there's an indirect influence of work culture on community satisfaction through service quality

Method

The population of this research is that the people in Sintuk Toboh Gadang Subdistrict, but the researchers took the population supported the amount of individuals who used services to the Sintuk Toboh Gadang sub-district office in 2018 as many as 291 people. this study used Simple sampling technique or simple random sample. Simple random sample may be a method of solution to population units, in determining the amount of samples made through calculations using the Slovin formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{291}{1 + 291(10\%)^2}$$

$$n = \frac{291}{1 + 2,91}$$

$$n = 74,42 \text{ (Dibulatkan 75 Orang)}$$

Based on this formula, it is be determined the amount of samples to be counted amounting to 75 people.

This study discusses the scope of analyzing the influence of X variables, namely, work culture, one variable Y, namely community satisfaction with Service Quality as a mediating variable (Z). the sort of research conducted at now is descriptive and causal research, the intention is following the aim of the research proposed, which is to visualize the cause and effect relationship between the independent variables on the variable quantity with the influence of mediating variables. Data analysis techniques during this study used the Structural Equation Model (SEM) - Partial Least Square (PLS). per (Brandmaier et al., 2013) SEM may be a second-generation multivariate data analysis method,

multivariate data analysis involves the appliance of a statistical procedure that simultaneously analyzes several variables representing measurements associated with individuals, companies, events, activities, situations, and so on.This study discusses the scope of analyzing the influence of one X variables, namely, work culture, one variable Y, namely community satisfaction with Service Quality as a mediating variable (Z). The type of research conducted at this time is descriptive and causal research, the intention is following the purpose of the research proposed, which is to see the cause and effect relationship between the independent variables on the dependent variable with the influence of mediating variables. Data analysis techniques in this study used the Structural Equation Model (SEM) - Partial Least Square (PLS). According to (Brandmaier et al., 2013) SEM is a second-generation multivariate data analysis method, multivariate data analysis involves the application of a statistical method that simultaneously analyzes several variables representing measurements related to individuals, companies, events, activities, situations, and soon.

Results and Discussion

Validity Test

Convergent validity is claimed to be high if the loading value or correlation of the indicator score with construct scores above 0.5 with the AVE score and therefore the indicator communality > 0.5 (Ghozali, 2006). The outer loading value is explained within the table below:

Table 2. Outer Loading Measurement

No.	Indicators	Outer Loading
	Work Culture (WC)	
1.	WC1 – Leadership	**0,331**
2.	WC2 – Leadership	0,687
3.	WC3– Appearance	**0,433**
4.	WC4 – Appearance	0,773
5.	WC5 –Awareness of time	0,814
6.	WC6 –Awareness of time	0,620
7.	WC7 – Appreciation and Recognition	0,576
8.	WC8 – Appreciation and Recognition	0,685
9.	WC9 - Value and trust	**0,344**
10.	WC10 – Value and trust	**-0,087**
	Service Quality (SQ)	
1.	SQ1 – Reliability	0.585
2.	SQ2 – Reliability	0.753
3.	SQ3 – Responsiveness	**0.469**
4.	SQ4 – Responsiveness	0.755
5.	SQ5 – Assurance	0.637
6.	SQ6 – Assurance	0.614
7.	SQ7 – Empathy	0.579
8.	SQ8 – Empathy	**0.050**
9.	SQ9 – Tangible	**0.137**
10.	SQ10 – Tangible	0.555
	Community Satisfaction (CS)	
1.	CS1 –Product Quality	0.691
2.	CS2- Product Quality	0.878
3.	CS3 –Service Quality	0.819
4.	CS4 - Service Quality	0.745
5.	CS5 – Emotional	0.608
6.	CS6 – Emotional	0.694

No.	Indicators	Outer Loading
7.	CS7 –Price	0.887
8.	CS8 –Price	**0.381**
9.	CS9 –Cost	**0.495**
10.	CS10 –Cost	0.647

Source : Result of Primary Data Processing, 2019

Table 3 above explains the results of the validity test by staring at the outer loading value of the indicator that measures the variables of labor culture, service quality, and community satisfaction. There are 9 invalid indicators which is able to be deleted during this study because the outer loading value is a smaller amount than 0.5.

After the elimination process is disbursed above, subsequent process looks at the worth of the typical Variance Extracted (AVE). It is seen that the AVE score of every variable studied has also fulfilled above 0.5 which might be seen within the following table 4:

Table 3. AVE After Eliminated

Variable	AVE
Work Culture	0.596
Service Quality	0.517
Community Satisfaction	0.569

Source : Result of Primary Data Processing, 2019

After the method of eliminating the outer loading value and AVE this research model may be seen in Figure 4 as follows:
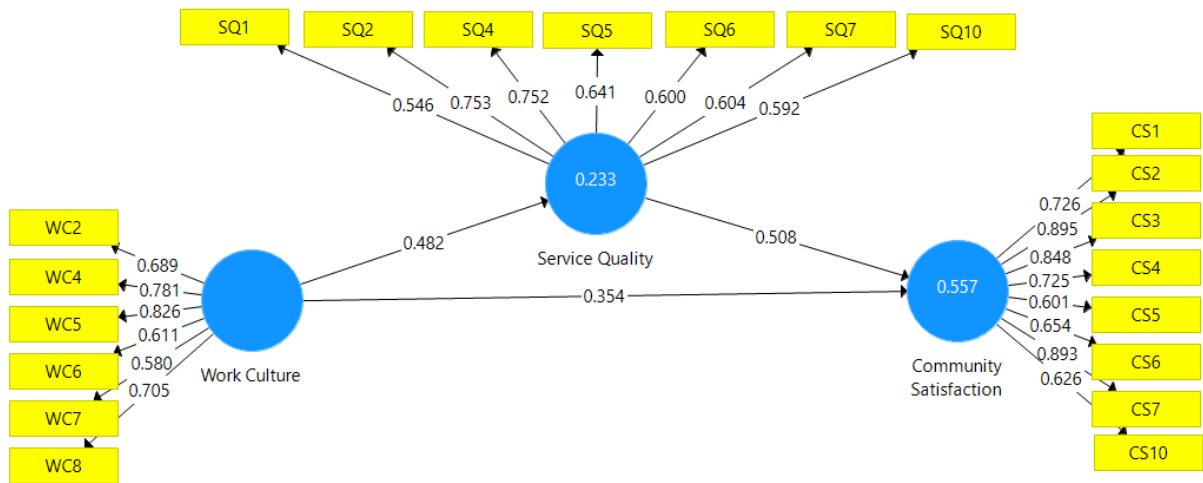

Figure 2. Outer Loading After Modification

Reliability Test

It may be seen that the composite reliability and Cronbach alpha value of every measured variable encompasses a value greater than 0.6, in order that the symptoms utilized in the research variables may be said to be reliable

Table 4. Test of Reability of Composite Reliability and Cronbach's Alpha

Construct	Composite Reliability	Cronbach's Alpha
Work culture	0.853	0.804
Service Quality	0.831	0.766
Community satisfaction	0.909	0.888

Source : Result of Primary Data Processing, 2019

R² Test

Based on the subsequent Table 5, the R-square value of 0.557 may be interpreted that the constructability variability of Community satisfaction may be explained by the constructability variability of labor culture by 55,7% while the remainder (44,3%) is explained by other variables beyond the study.

Table 5. R – Square

Contruct	**R-Square**
Service Quality	0.233
Community satisfaction	0.557

Source : Result of Primary Data Processing, 2019

The model of the influence work culture on service quality gives an R-square value of 0.233 which may be interpreted that the variability of service quality constructs that may be explained work culture is 23,3%, while the remainder (76,7%) is explained by other variables beyond those studied.

Hypothesis test

The hypothesis are going to be said to be significant if it's a t-value greater than t-table (t-value> t-table) with a significance at alpha 0.05 where it'll be known that the t-table value is 1.96.

Table 6. Hypothesis Testing (Direct Effects)

	Original sample (O)	Sample Mean (M)	Standard Deviasi (STDEV)	T Statistics (O/STERR)
WC -> SQ	0.482	0.516	0.064	7.480
WC -> CS	0.354	0.356	0.090	3.923
SQ -> CS	0.508	0.512	0.078	6.493

Source : Result of Primary Data Processing, 2019

Hypothesis 1: work culture variables have a major positive effect on Service Quality (parameter coefficient 0.482) and significant at alpha = 0.05 with a statistical value of seven.480> 1.96 (t arithmetic> t table) in order that hypothesis one is accepted. That is, work culture encompasses a positive and significant effect on the standard service. That is, if work culture is improved it'll affect the service quality. These results are supported by the results of previous studies conducted by previous studies showing a positive relationship between work culture and repair quality. (Creswell, 2010; Sugiyono, 2012).

Hypothesis 2: The work culture variable encompasses a significant positive effect on the community satisfaction (parameter coefficient 0.354) and significant at alpha = 0.05 with a statistical value of three.923> 1.96 (t arithmetic> t table) in order that hypothesis two is accepted. That is, work culture encompasses a positive and significant effect on community satisfaction. These results are supported by the results of previous studies conducted by previous studies showing a positive relationship between work culture and community satisfaction. (Frinaldi, 2014; Sidanti, 2015).

Hypothesis 3: The Service Quality variable encompasses a significant positive effect on the community satisfaction (parameter coefficient 0.508) and significant at alpha = 0.05 with a statistical value of 6.493 <1.96 (t arithmetic in order that hypothesis three is accepted. That is, the service quality encompasses a significant positive effect on community satisfaction. These results are supported by the results of previous studies conducted by previous studies showing a positive relationship between service quality and community satisfaction. (Ramseook-munhurrun et al., 2010).

The next test is mediation testing. Where mediation testing is conducted to see the mediating effect of the connection between independent and dependent variables through connecting or mediating variables. Mediation testing was meted out using the Variance Accounted For (VAF) method developed by (Preacher & Hayes, 2008). This approach is most appropriate for PLS that uses the resampling method and encompasses a statistical power that's beyond the Sobel method (Hair et al., 2014). Calculation of the mediation value may be finished the subsequent formula:

$$VAF = \frac{\text{Indirect Effects}}{\text{Direct Effects} + \text{Indirect Effects}}$$

The following table 7 is the result of testing the variables directly:

Table 7. Hypothesis Testing (Indirect Effects)

	Original sample (O)	Sample Mean (M)	Standard Deviasi (STDEV)	T Statistics (O/STERR)
WC - >SQ - >CS	0.245	0.264	0.052	4.745

Source : Result of Primary Data Processing, 2019

Based on table 7 above, it's known the worth of the indirect influence of the studied variables. ensuing step is to seem for VAF values to seek out out the worth of mediation. The calculation of VAF work culture values may be explained as follows:

VAF (X1)   = $\frac{0.245}{0.354 + 0.245}$

VAF (X1)   =0,4090 x 100%
VAF (X1)   = 40,9%

Hypothesis 4: supported the calculation of service quality encompasses a partial effect of the mediation effect between work culture on community satisfaction with a mediation value of 40,9%> 20%. That is, work culture through good service quality will increase community satisfaction, supported the above calculations, hypothesis 4 is accepted.

Conclusions

Based on the results of the analysis and discussion, conclusions may be drawn namely:
1) Work culture provides a positive and significant effect on service quality
2) Work culture provides a positive and significant effect on community satisfaction
3) Service Quality encompasses a significant positive effect on community satisfaction
4) Work culture provides a positive and significant impact on community satisfaction mediated bythe service quality

Then the suggested for Sintuk Toboh Gadang district is to extend community statisfaction we must create the positive energy, like display a positive work culture, both in terms of employee service, discipline and manners

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