

The Influence of Work Culture and Work Quality on Service Quality: (Study at Padang City Government, West Sumatera Province)

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ABSTRACT

This research aims to analyze the current state of knowledge about work culture and work quality on service quality that found in regional schema organizations in Padang city. The Research used a quantitative approach. The Sampling technique used *purposive random sampling*. The number of respondents in this study was 126 respondents. Research data was collected using questionnaire that have tested the validity and reliability. The analysis of data used multiple regressions and t-test. From the analysis of the data, there is 0.384 of working culture for Adjusted R Square which means the value percentage was 38.4%. It means work culture variable affected the quality of service by 38.4% while the remaining 61.6% influenced toward other research that are not contained in this research. Therefore, it is necessary for the Padang city government to build a sustainable work culture and quality development program in order to improve the quality of service.

Keywords: *Quality of Service, Work Culture, Quality of Work Padang city*

1. INTRODUCTION

The quality of service is an important factor and root that is able to provide satisfaction for people who do concern by the regional schema of organizations. In order to gain great public trust, every local government have to build a strategy that is able to understand the needs of the community or other interested parties that require the services of the city government. The high quality of service can be obtained from the work culture and the quality of the work of the employees who carry out their duties reliably. Within this synergy will be able to produce comfort for all parties in the interaction between the service provider and the community as the recipient of the public service. In addition, the quality of public services provided by city government employees can influence the intention of entrepreneurial to conduct economic activities in the urban area.

The importance of the work culture among employees in the public service as [1] stated that substantially the work culture of the employees has an impact on the quality of service. Aldri [2] stated that work culture shapes the way individuals think, feel, and act in carrying out their work, therefore, he further explained, that the diversity of work culture values embraced by employees in a region tends to produce different quality of service. Furthermore, Aldri [3] explains that work culture indicators include: a)

leadership, which is related to efforts and the ability to drive behavior in organizational achievement; b) appearance, which is related to efforts to give a positive impression in carrying out work; c) awareness of time, relating to the implementation of work in accordance with the planned schedule or standard operating procedures that have been determined; d) communication, relating to speaking and expressing in interactions with other parties; e) awards and recognition, related to reward and punishment in achieving work performance targets; f) values and trust, relating to a belief that underlies a person's behavior about something important in life.

Similarly, employees in the local government environment, in accordance with their respective duties and functions in living the demands of their duties to organize the entire process of implementation of development in various sectors of life, carrying it out based on insight into the values of work culture inherent. Variety of public sector organizations utilize a positive work culture and quality of work to improve the achievement of overall service quality expectations. Because of the positive quality of work to improve the quality of public services, thus providing positive imaging results for the organization of the regional devices. Moreover, the intention is to produce optimal quality of work, then the employees no longer, just go to work and return home as scheduled, working only as

routines and obligations as their duties and functions. So that all the work that has been done feels mediocre with such results, does not contribute to the improvement of the quality of work.

So the research conducted in this era to show how to provide optimal service in the fulfillment of various public interests. Based on the background above in this study the formulation of the problem asked were: (1) Is there a working culture relationship to the quality of work of employees in the organization of local government devices in Padang City, West Sumatra Province? (2) Is there a working culture relationship to the quality of service in local government device organizations in Padang City, West Sumatra Province?

2. METHOD

This research used quantitative methods with a descriptive approach. The location of research was carried out on several regional schema organizations in Padang City, West Sumatera. Determination of sample technique used *purposive random sampling*.

The data collection was carried out on several regional schema organizations in Padang city by using likert scale questionnaires. Respondents who filled out the questionnaire intact and can be processed data as many as 126 people. Data analysis techniques are performed with descriptive analysis, validity test, rehab test, classic assumption test conducted including data normality test, heteroscedasticity, multicollinearity and multiple linear regression. The data analysis used Multiple Regression Analysis by conducting T test and F. The variables of research test was including X_1 = Work Culture, X_2 = Service Quality, and Y = Quality of Work. The process of processing and analyzing data in this study was carried by using SPSS *version 22 for Windows program*.

3. RESULT AND DISCUSSION

Work Culture toward Quality of Service

Based on the results of data processing with regression test, the results are in the following table.

Table 1. Model Summary^b

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-watson
,623 ^a	,389	,384	8,21914	1,748

a. Predictors: (Constant), Work Culture
 b. Dependent: Variable: Service Quality

The output above, explaining that the coefficient of determining variable work culture value R square was 0.389, this value percentage was 38.9%. It means that work culture variables affect the quality of service by

38.9% while the remaining 61.1% influence from other studies that are not contained in this study

Table 2. ANOVA^a

Sum of Squares	Df	Mean Square	F	Sig.
5324,987	1	5324,9876	78,825	,000 ^b
8376,727	124	67,554		
13701,714	125			

a. Dependent: Variable: Service Quality

b. Predictors: (Constant), Work Culture

In the output results above, the value of the variable significance of the work quality and work culture was 0.000, this value was small from 0.05. This explained that all variables have a simultaneous significant effect on the quality of service simultaneously. Conclusion H_{01} was rejected and H_{a1} accepted. This means that the variable quality of work and work culture positively affect the quality of service

Table 3. Coefficients^a

Unstandardized Coefficients		Standardized Coefficients		
B	Std. Error	Beta	T	Sig.
31,200	5,774		5,404	,000
1,076	,121	,623	8,878	,000

The output data above, it can be noted that the significance value of the working culture variable was 0.000 smaller than 0.05. It stated that there was a cultural influence of work on the quality of service.

Quality of Work toward Quality of Service

Based on the results of data processing with regression test, the results are in the following table

Table 4. Model Summary

Std. error of the				
R	R Square	Adjusted R Square	Estimate	Durbin-Watson
,581	,337	,332	8,55900	1,645

a. Predictors: (Constant), Work Culture

b. Dependent: Variable: Service Quality

The output above explain that the large coefficient value of the working quality variable determination of R square value was 0.337, then this value percentage was 33.7%. It means that the quality variable affects the quality of service by 33.7% while the remaining 66.3% influences other studies that were not contained in this study.

Table 5. ANOVA

Sum of Square	Df	Mean Square	F	Sig.
4617,915	1	4617,915	63,038	,000 ^b
9083,800	124	73,256		
13701,714	125			

a. Dependent: Variable: Service Quality
 b. Predictors: (Constant), Work Culture

From the Table 7, the significance value of the working quality variable was 0.000, this value was small from 0.05. This explained that all variables have a simultaneous significant effect on the quality of service simultaneously. Conclusion H_{02} was rejected and H_{a2} accepted. This means that the variable quality of work has a positive effect on the quality of service.

Table 6. Coefficients^a

Unstandardized Coefficients		Standardized Coefficient	t	Sig.
B	Std. Error	Beta		
48,258	4,323	,581	11,161	,000
1,124	,142		7,940	,000

a. Dependent Variable: Service Quality

The output data above, it can be noted that the significance value of the working quality variable was 0.000 smaller than 0.05. This stated that there was an influence on the quality of work on the quality of service.

Work Culture and Quality of Work toward Quality of Service

Based on the results of data processing with regression test, the results are in the following table.

Table 7. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-watson
,689	,474	,466	7,65215	1,740

a. Predictors: (Constant), Work Culture
 b. Dependent: Variable: Service Quality

From the output above, explaining that the large coefficient value of the determination variable quality of work and work culture value R square was 0.474, then this value percentage was 47.4%. It means that the variable quality of work and work culture affects the quality of service by 47.4% while the remaining 52.6%

influence from other studies that are not contained in this study.

Table 8. ANOVA

Sum of Square	Df	Mean Square	F	Sig.
6499,359	2	3249,697	55,498	,000
7202,319	123	58,555		
13701,714	125			

a. Dependent: Variable: Service Quality
 b. Predictors: (Constant), Work Culture

In the output results above, it can be seen that the value of the variable significance of the work quality and work culture was 0.000, this value was small from 0.05. This explained that all variables have a simultaneous significant effect on the quality of service simultaneously. Conclusion H_{03} was rejected and H_{a3} accepted. This means that the variables of work culture and quality of work have a positive effect on the quality of service.

Table 9. Coefficients

Unstandardized Coefficient		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
26,134	5,493		4,757	,000
,757	,133	,438	5,668	,000
,671	,150	,346	4,478	,000

a. Dependent: Variable: Service Quality

The output data above, it can be noted that the significance value of the work quality variable and work culture was 0.000 smaller than 0.05. It stated that there was an influence on the quality of work and work culture on the quality of service.

4. DISCUSSION

In the output results above, it can be seen that the value of the significance of the work culture variable and the quality of service was 0.000, this value was small from 0.05. This explained that all variables have a simultaneous effect on the quality of work simultaneously. Conclusion H_{03} was rejected and H_{a3} accepted. This means that the variables of work culture and quality of work have a positive effect on the quality of service. Thus, in this study obtained the results of the value of work culture and the quality of work affects the quality of service was 47.4% while the remaining 52.6% influence of the results outside this study.

The results of this study are in line with some relevant previous studies, including the results of Elvina (2017) which found that partially the work culture has a positive influence on employee performance in the

district office of Aek Natas was 0.014 which means the better the work culture will be the better the employee performance. The probability value (p) was 0,000 which means there was a significant influence of work culture on employee performance in the district office of AekNatas. Simultaneously, work culture, quality of work, and work environment were significant effect on employee performance in the district office of AekNatas which was 23,053. Furthermore, the results of research conducted by Riani and Hermawan [4] found that the work culture of e-KTP service officers in Cikajang District Office of Garut Regency was good. The response of the respondent who has the highest score was an indicator of the willingness to study the task and its obligations with a percentage result of 87.37%, while for the lowest value was a dedicated indicator with a percentage result of 73.7%. Which means the work culture of service personnel in terms of dedication must be improved, in order to better perform employees in their jobs. The quality of e-KTP service in Cikajang District Office of Garut Regency was good. The response of respondents who had the highest score was a security indicator in providing services with a percentage result of 90.5%, while for the lowest value was a precise and meticulous service indicator with a percentage result of 75.8%. Which means the quality of e-KTP service must be improved, with the precision of employees in providing services. Then the research results of Ardi Hidayat and Angrian Permana [5]. With the increasing work culture applied by the employees led to the improvement of the quality of services carried out to the community. In the results of this research, it can be known that the significance value of the work culture variable is 0.000 less than 0.05. This states that work culture variables have significance to the quality of work, where the value of work culture has a significant influence on the quality of service, so that the first hypothesis on the value of work culture has been tested. Aldri Frinaldi, etc [6]. The work culture has a real effect on the Quality of Service of PDAM Tirta Medal Sumedang Regency. Answering the proposed hypothesis, the test was conducted, using track analysis testing. Based on the test results obtained a path coefficient value of 0.736. To find out more about the influence of working culture variables on the Quality of Service PDAM Tirta Medal Sumedang Regency, then carried out testing, namely by looking at the comparison between t-count and t-table, based on the test obtained t-count value greater than the value of t-table was ($t_{0.05 ; 69}$) namely $t\text{-count} = 0.024 > t\text{-table} = 1,667$. This value obtained no decision was rejected, so that the variable work culture (X₂) affects the Quality of Service (Y) PDAM Tirta Medal Sumedang Regency. Ayumi Marwiasri [7] in her research showed that there was a

very significant relationship between work discipline and work culture with the quality of service with effective contribution given work discipline and organizational culture of 0.26 percent, other factors affecting 99.74 percent. Meanwhile, A. Nurwahida, Syamsul Alam, Amiruddin [8] also found that the work culture has a negative and significant effect on the quality of service.

The same, the previous research conducted by Aldri, etc., found a significant influence of work culture on community satisfaction, [9]; and also in work culture research with intervening digital government it was found that there was an effect on community satisfaction, [10]. In the current research, it expands the variables with the addition of the work quality variable, whereas in the two previous studies. The results obtained show that a positive understanding of work culture among employees is able to have an impact on improving work quality and service quality. Because a positive work culture and positive work quality can strengthen the service quality performed by employees in implementing their duties and functions in development and government administration.

Optimal quality of service can encourage efforts to build close relationships with the community at large as well as with interested parties. Therefore, it is necessary for the city government to provide training for employees to understand the expectations of the community about the needs that it does with various government affairs. At that time, the city government should be able to position itself as a party that seeks to understand the needs of the community, not the other way around. If efforts to understand the expectations of this community can be fulfilled from the quality of public services provided by the local schema organization in accordance with its duties and functions, it is certainly able to increase public satisfaction over the implementation of government and development carried out by the city government. From the result of the data it can be analyzed that Padang city government was not only to facilitate in order to improve the quality of public services, but also provide the development of work culture and the quality of employees' work, for instance training in the form of understanding hospitality and attitude to help find solutions that are expected by the community users of public services. This can be categorized as part of efforts to increase public trust in the city government.

5. CONCLUSIONS

The data obtained from the processing of data partially or simultaneously have seen that there was a significant influence. Although simultaneously the effect of the large coefficient value of determining the

variable of work culture and the quality of work toward the quality of service was 47.4%. Therefore, it is necessary for the Padang city government to build sustainable work culture and quality development program to improve the quality of service

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