Excellent Service and Utilization of Information Technology on Stakeholder Satisfaction and Organizational Performance

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ABSTRACT

The purpose of this study was to analyze the influence of excellent service by utilizing information technology on the satisfaction of stakeholders, which has an impact on organizational performance. This study was descriptive with a quantitative approach. There were two types of variables in this study: the independent and dependent variables. To analyze the data in this study, the Statistical Program for Social Science (SPSS) was used. From the proposed model, excellent service by utilizing information technology positively and significantly affected stakeholder satisfaction. Furthermore, stakeholder satisfaction also had a positive and significant effect on organizational performance. Then from the study's final results, it could be concluded that there was a significant influence between the causal relationship of excellent service by utilizing information technology on organizational performance through stakeholder satisfaction. The novelty of this research is that apart from excellent service, there is also a positive influence on the use of technology on stakeholder satisfaction and organizational performance. This could be a consideration for every information technology user and organization by utilizing it as much as possible in increasing competitiveness.

Keywords: *Excellent Service, Utilization of Information Technology, Satisfaction of stakeholders, Organizational Per-formance.*

1. INTRODUCTION

Providing quality services or what we know as service excellence, namely how to provide the best service and meet service quality standards [1]. Excellent service in organizations must be implemented to give an image and a good name for the organization [2]. It can be assumed that this excellent service is an effort to provide a sense of satisfaction and foster a sense of trust to customers or stakeholders. The main goal of excellent service is satisfaction for service users, in this study, the stakeholders. This satisfaction can be realized if the services provided follow the service standards that have been set.

The utilization of knowledge technology is used to sup-port the organization in achieving organizational goals. The utilization of data technology within the realm of service is done effectively if users within the organiza-tion can use the technology well [3]. Effective use of technology can also im-prove performance. This is often in accordance with the speculation of the technology acceptance model (TAM) [4]. Service quality relates to the compatibil-ity between service products and the needs of service users. Service quality is often considered the perception of service users about how the service was delivered and whether or not a service is accepted. For this matter, it is often concluded that service quality is the perception of service users on the services provided by an individual or organization,

which has sway on good organizational performance [5].

This research on service quality focuses on the service quality in using technology related to stakeholder/consumer satisfaction. Within this research, what is meant by excellent service is the standard of service provided by the National University Academic Administration Bureau (BAA Unas) that is more focused on providing services to stakeholders (students, parents, lecturers, and leaders), where the services are related to services within the sector of educational information, finance and other general administration fields. In comparison, the context of satisfaction within the research is the satisfaction of students and lecturers who are the foremost users of services by administrative officers at BAA Unas [6, 2]. Satisfied consumers will reuse the service and suggest others to use the service [7].

As an illustration, Unas is one of the tertiary education providers in Indonesia, located within the Pasar Minggu area, South Jakarta. As an academic institution, Unas features a vision to become a medium for developing superior science, technology, and art at the national and international levels supported the noble values of national culture. In implementing this vision, one of its service units, namely BAA, includes a gap within the use and development of knowledge system technology to hold out the services it provides. Service is a vital ele-ment that determines the suitability of the expected output because it is the key to determining the correct business architecture [8].

Improving business processes and designing the correct business architecture can significantly increase the effi-ciency and profits of a company [9]. In running its business at BAA, Unas has not used Information Technology (IT) as its primary requirement, and IT activities have not been explicitly handled. In addition, the use of data Systems (IS) and (IT) at BAA Unas has not been optimal. Currently, BAA Unas still uses standard applications that are general in ending its business processes.

Etymologically, the definition of service comes from the word service, which means to assist/to prepare (take care of) what someone needs. In contrast, the service is defined because of the convenience provided about the transaction of products or services. So "service may be a way of providing benefits (value) to stakehold-ers/consumers with an endeavor to produce (facilitate) the results that stakeholders want without having to hold certain costs and risks" [10].

Service quality will affect the behavior of the parties served within the transaction. Some scientists state that service quality is the power of service providers to consistently meet customer expectations [11]. Service quality is an additional level of excellence in meeting consumer desires. Service quality also supported customer satisfaction [12]. If consumers are satisfied with the services provided by the organization, they automatically become loyal and constant to the products or services obtained. This loyalty is obtained from a combination of satisfaction and complaints.

Customer satisfaction, which is spoken as Stakeholder Satisfaction during this study, will be obtained from the quantity of the organization's performance in handling complaints [10]. Stakeholder satisfaction can even be measured by comparing the results obtained with the objectives of a concept, which is additionally influenced by the angle of every stakeholder [13]. Providing the proper solution to customer complaints can minimize complaints that occur between stakeholders and the organization.

Organizational performance is the success of personnel, teams, or organizations in realizing predetermined stra-tegic goals with the expected behavior. Performance is the ability to achieve organizational tasks by using re-sources effectively and efficiently [14]. The resources referred to include human resources, all assets, capabilities, organizational processes, company attributes, technology, and information and knowledge controlled by the company. Performance is defined as a description of the level of achievement of the implementation of activities, programs, and policies us-ing some resources to achieve the goals that have been set [15]. Research model this study show by Figure 1.
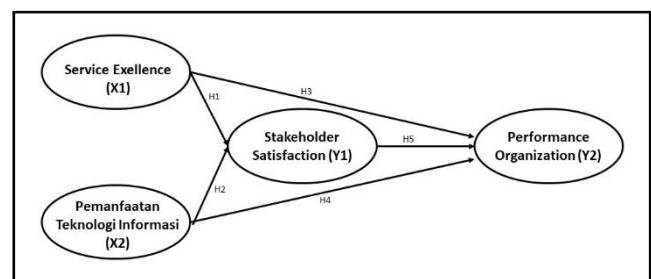

Figure 1. Research Model

Based on the picture above, the purpose of this study was to find out the relationships among the variables of excellent service, stakeholder satisfaction, information technology, and organizational performance.

2. METHOD

This research was descriptive research with a quantita-tive approach. The independent variable in this study was excellent service (X) with ability, attitude, appear-ance, attention, action, and responsibility as indicators. Meanwhile, the dependent variable in this study was stakeholder satisfaction (Y) with desired service and ad-equate service as indicators. The

measurement of the variables used in the study was using a Likert Scale.

The population in this study were randomly selected stakeholders in Unas. A total sample of 150 respondents who needed and received services during the observation period was collected. The data collection method was done through questionnaires. Purposive sampling [16] was employed as the sampling technique. It is also said [17] that purposive sampling is based on specific criteria.

Furthermore, through the SPSS Ver25 application, the author performed data processing techniques using a path analysis model. Path analysis is an extension of multiple regression analysis used to estimate causality between variables that have been determined based on theory. This analytical model helped see the magnitude of the coefficient value directly and indirectly from the independent variable to the dependent variable.

In this study, the source of the info used was quantita-tive data, which was obtained through distributing questionnaires, where the respondents were randomly selected stakeholders at Unas and that they had received services at BAA Unas. In addition, other data were taken from literature studies and online media as references. The authors use primary data as a basis for compiling and developing hypotheses. Through the SPSS Ver25 application [5], the author performs processing techniques employing a path analysis model. Path analysis is an extension of multiple correlation analysis, which is employed to estimate causality relationships between variables that are determined supported theory [17]. This analytical model helped see the magnitude of the coefficient value directly and indirectly from the variable to the variable. By watching the magnitude of the coefficient value, the magnitude of the direct and indirect influence will be compared.

3. RESULT AND DISCUSSION

Various studies were disbursed by many researchers to look at the effect of service quality, satisfaction, and re-purchases. [18] stated that service quality affects satisfaction, and satisfaction affects re-purchase intention. The study results of [19] show that service quality has a bearing on cus-tomer satisfaction and customer satisfaction affects the intention/interest in future purchasing behavior, while service quality does not affect behavioral intentions.

From the results of the Research Sample Validity test (Pearson Correlation), it can be seen in Table 1.

Table 1. Sample Validity

Correlations						
		X1	X2	X3	Y1	Y2
X1	Pearson Correlation	1	.562**	.597**	.594**	.548**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
X2	Pearson Correlation	.562**	1	.547**	.528**	.395**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Y1	Pearson Correlation	.594**	.528**	.507**	1	.605**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Y2	Pearson Correlation	.548**	.395**	.482**	.605**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Furthermore, the reliability of the research sample (Cronbach's Alpha) can be seen in the following table 2.

Table 2. Sample Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.841	5

Item total statistics show by Table 3.

Table 3. Item Total Statistic

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	45.98	28.490	.721	.798
X2	50.49	30.520	.619	.823
Y1	46.63	23.375	.696	.798
Y2	46.21	25.941	.632	.814

Based on the test results using the SPSS Ver25 program, it was found that all variables have a K-SZ value greater than 0.05, so it can be concluded that the sample data has been normally distributed.

4. CONCLUSION

Based on the results of testing using the SPSS ver25 application, it is often said that the sample data used were considered to be normally distributed. Furthermore, from the research results that have been done, it was proven that the Excellent Service variable, Information Technology Utilization variable, and Stakeholder Satisfaction variable have a significant effect on organizational performance.

For small tables, please place it within a column and bigger table be placed in a text frame spanning to both columns. Use the Table facility available within the MSWord. The font in the row header should be bold and you can use the style available from the style palette.

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