

STRATEGY ANALYSIS OF SERVICES, SYSTEMS AND FACILITIES ON EMPLOYEE PERFORMANCE THROUGH SERVICE USER SATISFACTION AT KSOP SPECIAL BATAM

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Abstract

This study aims to analyze how the strategy between services, systems and facilities with employee performance through service user satisfaction at KSOP Special Batam. The population in the study involved 2169 employees from all SIUPAL ship agency companies and SIUPKM agencies. The sampling method is based on the Krejcie and Morgan tables as many as 327 people, questionnaires are distributed via the Google Form link with an estimated data collection period of one month, after the data is collected to be processed and analyzed further. Based on the results of hypothesis testing on all independent variables showed a significant effect on the dependent, the results of testing the value of adjusted R^2 are 0.817 which means that the independent variable of service, systems, and facilities and employee performance. In general, it is able to have an effect of 81.7% of service user satisfaction, while the rest is influenced by other variables outside this research model.

Keywords: *Service, System, Facilities, Employee Performance, Service User Satisfaction*

1. INTRODUCTION

In the current era of globalization requires every government agency related to the needs of the community to improve services professionally. Every organization is required to provide excellent and quality service, of course with service standards must be appropriate and can be applied in order to achieve the expected goals, this is where the important role of how the service strategy provided is able to meet expectations.

Regarding system management, Batam Special KSOP realizes that this greatly affects the performance and smooth running of all affairs by service users. Batam Special KSOP as part of the government bureaucracy whose relationship with the community is related to the harbor and marine administration services that are in direct contact with shipping companies.

The quality of the system more broadly discusses how service users feel about the network related to the *website*. In this context the quality of the system that is the focus of attention is the existing system of the Batam Special KSOP in the form of a *website* that makes it easy for service users to interact via *the website*, ease in finding information or running a *website*, convenience in getting health insurance for the needs needed by the company. .

An agency must have facilities as a means and support and support various activities and activities. Facilities are everything which must be provided for use which aims to provide a level of satisfaction to service users. Therefore, by providing adequate facilities, service users will feel valued and cared for, on the other hand service users will provide feedback return of satisfaction.

Facilities to support adequate work facilities with suitable and well-maintained conditions will help smooth work processes within the organization. The provision of complete facilities will provide maximum comfort and satisfaction for consumers

Employee performance is a determining factor for the success of achieving goals because employee organization is a factor that can realize effectiveness and efficiency in implementing Duty.

There is ample evidence that confirms that there is a relationship between performance employees with customer or customer satisfaction which in this study is referred to as service user

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satisfaction, this is due to positive correlation between internal service providers, employee performance in maintaining a sense of satisfaction with the services used.

The creation of service user satisfaction can provide several benefits, including the relationship between government agency organizations in this case the Batam Special KSOP and service users become harmonious, provide a good foundation for service-to-service users, and form favorable word of mouth recommendations. Service users have expectations about how the services, systems, facilities, and performance of Batam Special KSOP employees should function, the hope is that quality standards will be compared with the real function perceived by service users.

Strategy function services, systems, facilities, and employee performance what service users really feel is the perception of service users about the performance of the Batam Special KSOP. In assessing services, systems, facilities, and employee performance, service users will assess various inherent attributes. However, related to services, systems, facilities, and employee performance at the Batam Special KSOP to service users, there are still many service users. / Senior agents who are still unfamiliar with the online administrative management system, service users have complained about the inadequate facilities at the Batam Special KSOP such as a hot and uncomfortable waiting room, and the lack of socialization from the Batam Special KSOP in terms of certificate processing. online.

From the explanation above, the researcher is interested in taking the issue as a final project as outlined in a scientific paper that can be accounted for with the title " Service Strategy, Systems and Facilities on Employee Performance Through Service User Satisfaction at Batam Special KSOP "

In this study, various literatures were used as references with keywords used in the search "*Analysis of Service Strategies, Systems and Facilities on Employee Performance Through Service User Satisfaction*".

Based on the search by the author, the literature review found at least 44 journals divided into variables related to services as many as 28 journals , system variables there are 4 journals, there are 2 journals for facility variables , 7 journals for employee performance variables , service user satisfaction variables there are 16 international scientific journals (*full-text*) which have been downloaded via Google Scholar from 2011 to 2021.

Service

Service according to Moenir (2015: 27) is essentially a series of activities, because it is a process. As a process, the service takes place regularly and continuously, covering all organizations in the community. In this study the service strategy is a strategy to provide services to service users with the best possible quality. According to (Syahsudarmi, 2018: 51) service quality is an effort to meet consumer expectations by comparing the results they receive with expectations. Service quality is a measure of how well the services provided can meet customer expectations (Aswad et al., 2018:79).

With the hope that the service provided is in accordance with the standards set by the Batam Special KSOP, which includes several dimensions or attributes that need to be considered, such as Timeliness of service, accuracy of service, courtesy and friendliness in providing services, responsibility, completeness, ease of getting services, variety of service models, personal service, comfort in obtaining services, other service supporting attributes. and so forth.

The key to providing better service quality is to meet service expectations for service users. Service quality can be described as a fact about the attitude of the comparison of expectations with employee performance. In principle, if the employee's perceived performance is below expectations, the service user will be dissatisfied, whereas if the employee's perceived performance is in line with expectations or even exceeds expectations, the service user will feel satisfied.

The service strategy is actually not a difficult and complicated matter but about the sincerity shown by the employee's performance, if this is not paid attention to it will cause

vulnerability because of its sensitive nature. Several studies have shown that research on services able to provide a reflection on employee performance, as illustrated in the study.

System

The system is an activity that is interconnected with each other and interconnected in a systematic way. The system according to Jogiyanto is a collection of elements that interact to achieve a goal. (Jogiyanto, 1999:4).

According to Reynolds and Steir (2018:519) the quality of system performance is usually determined by factors such as timeliness of output, ease of use, scalability, system response time, availability, and reliability.

Rapid technological advances require all organizations, both agencies and companies to follow the flow of development and equip themselves with technology, therefore all need a system that supports the need to achieve work efficiency and effectiveness in providing service satisfaction to the community. A system that is closely related to technology is a solution in meeting the aspects of transparency and accountability.

No matter how good and good the system is built and developed, the spearhead is still in the performance of employees. The combination of the system with the performance of employees in providing services through the network needs to be developed so that it is easy to access data and information as a form of transparency quickly, accurately and safely, the hope is that the system can reduce time and bureaucracy and convoluted procedures.

The system in this study focuses on the performance of the system, which refers to how well the performance and procedures of the system can provide information for user needs.

Facility

According to (Akbarezky & Santoso, 2019:271) facilities must be available before offering a service to consumers and the facilities provided should be in the form of all things that make it easier for *customers* to achieve satisfaction. Facilities in principle focus on ease of work, which helps to serve various activities or smooth work. To achieve these objectives, supporting facilities are needed.

According to (Munawir, 2018:208) the indicators of facilities include spatial considerations/planning, space planning, furnishing, lighting and color, messages conveyed graphically, and supporting elements. So that the existing facilities aim to help improve employee performance to be better and in line with expectations.

Facilities play an important role in the attractiveness and satisfaction of service users. Therefore, the perception of service users who take advantage of this facility is important in assessing service delivery as reflected in employee performance, an important facility for the long-term survival of the organization.

This facility is intended to support the core objectives of an organization's governance, because in terms of facility management it becomes the responsibility of all stakeholders, because the facility is a means to create reliable human resources for the achievement of organizational goals.

Adequate work facilities with suitable conditions that are well maintained and will assist the smooth running of the work process organization. The provision of complete facilities is also used as a driving force to work (Haynes, 2008b; Preiser, 1995). Facilities as a tool or means to help employee performance more easily complete their work and more productive (Robertson, 2000; Roelofsen, 2002).

Employee Performance

According to Lijan Poltak Sinambela, et al (2018:480) employee performance is the ability of employees to do certain skills. Casio (in Lijan Poltak Sinambela, 2018:481) explains that performance refers to the achievement of employee goals for the tasks assigned to him. Meanwhile, Stephen Robbins (in Lijan Poltak Sinambela, 2018: 480) explains that performance is defined as

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the result of an evaluation of the work carried out by individuals compared to the criteria that have been set together.

So, to measure the work results of the tasks that have been given to employees according to Anwar Prabu Mangkunegara quoted by Lijan Poltak Sinambela (2018: 527) there must be an assessment of the employee's performance such as work quality, work quantity, responsibility, cooperation, and employee initiative.

Employees are a fundamental pillar of service and are considered the main key to achieving competitive advantage, which requires conscious practice from each individual, to achieve good service, it is based on knowing the needs and expectations of service users, achieving service user satisfaction through excellent employee performance is considered as a link between appreciation and satisfaction of service users.

Performance is an action, isn't it incident. Action performance itself consists of many components and is not a result that can be seen at the same time. On basically performance is something individual thing, because every employee has a level different ability in do their job. Performance depending on the combination of ability, effort, and opportunity which is obtained.

This means that performance is the result of work employees at work for the period specific time and the emphasis is on employee's work in a certain period of time. (Tymp, 1993, p. 3).

Service User Satisfaction

According to Kotler and Armstrong (2017: 31), services are basically all economic activities whose results are not physical products, which are usually consumed at the same time as the time they are produced and provide added value or solutions to problems faced by users.

According to Kotler and Keller in Donni Juni Priansah (2017: 196) that service user satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected performance to the expected performance. If performance is below expectations, service users are dissatisfied. If performance meets expectations, service users are satisfied. This is in line with the results of research by Istianingsih and Wijanto (2008) and Amin, et al (2014) which showed a positive relationship on perceived usefulness to user satisfaction.

It is undeniable that satisfaction is a person's feelings of pleasure or disappointment that arise after comparing performance that is considered contrary to what is expected (Kotler, 2009: 70). According to Sumarwan (2009:322) that satisfaction is the result of a comparison between expectations of service users before and after with reality on services.

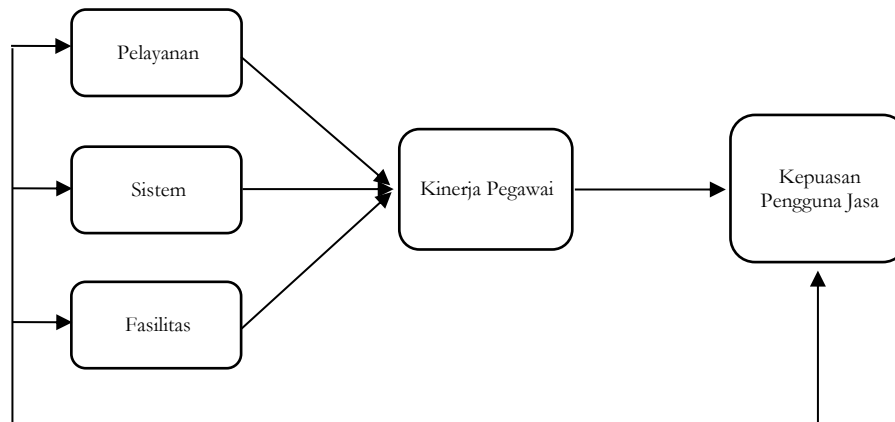
user satisfaction can have an impact on the relationship between service providers and service users to be harmonious, and shape service user satisfaction, in recommending word of mouth services. Service users have an expectation that perceived quality standards will be compared with the actual function of the available services.

User satisfaction shows evaluation as the basis for Decision making that has an impact on productivity is driven by individuals to gain a competitive advantage (Doll and Torkzadeh, 1988).

This describes that service user satisfaction has an important role in the success of the services, systems and facilities used. Because of satisfaction service users are closely related to how good _ services provided are able to meet the needs of users. Therefore, there are many factors that can be identified as determinants of user satisfaction who obtain services (Kim and McHaney, 2000).

Service user satisfaction is the most important priority of the organization and the basic guarantee to be achieved. It starts with identifying the needs of service users and achieving their satisfaction to enable organization to maintain image positive. Service user satisfaction is the most important priority of the organization and the basic guarantee to be achieved.

Research Model



2. IMPLEMENTATION METHOD

In this study, the variables tested were services, systems, and facilities such as (independent) employee performance sebagai variabel bound (dependent) satisfaction of service users as variable intervention.

The population of this study are employees ship agency companies totaling 2169 people consisting of two types of agency SIUPAL (Sea Transport Shipping Business License) totaling 1537 employees and SIUPKM agency (Ship Agency Shipping Business License) totaling 632 employees .

The population is spread over the companies registered in the online application at the Batam Special KSOP (SIUPAL, SIUPKK, SIUPER) as many as 307 companies. For the SIUPAL category, there are 160 companies consisting of 58 Branch Companies and 102 Central Companies, as well as 160 National Shipping Companies. For the SIUPKK category there are 166 companies consisting of 11 Branch Companies and 72 Central Companies, as well as 83 National Shipping Companies. The sample in this study amounted to 327 people taken based on the Krejcie and Morgan sample table

This primary data was collected through a survey using a questionnaire distribution media. The questionnaire distributed is *closed end* and can be filled out by the respondent (self-administered).

In collecting research data, questionnaires were distributed to 327 respondents by distributing questionnaires through questionnaires made in *Google Form format*. The distribution, filling and collection of the questionnaires took around 30 days to complete, so the researchers collected the questionnaires in stages.

The data analysis method includes descriptive statistical analysis that explains the characteristics of the demographic data of respondents consisting of gender, position in work, place or work area, length of work, age range a, last education level, and employee status. Then the outlier test is carried out which aims to find data that has extreme properties that have values that deviate from normal or reasonable values, then normality test using test calculations (*1 sample KS*).

Next, test the validity and reliability of the studied variables measured by a number of statement items including service (X_1), system (X_2), facilities (X_3), and employee performance (X_4) all of these variables have 9 statements, while the service user satisfaction variable (Y) is 8 statements , from all statement items after being tested it is stated valid and reliable.

Then the t-test was conducted to determine whether each independent variable had a significant effect on the dependent variable partially.

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3. RESULTS AND DISCUSSION

In general, anyone realizes that employee performance is a determining factor in the success or failure of an organization in providing the best service to every service user, this is certainly inseparable from the support of the system and the facilities available. the established procedures although there are still some notes as findings that need to be improved, the results of the study are as follows:

Coefficient	t _{count}		($\alpha=0.05$)	Sig.	Conclusion
Service	.409	5,943	0.05	.000	Significant
System	.151	2,195	0.05	.029	Significant
Facility	.330	5.651	0.05	.000	Significant
Employee Performance	.881	29,613	0.05	.000	Significant

Path analysis calculations and the significance of the direct influence between variables can be explained as follows :

1. Service obtained coefficient value $\beta = 0.409$ with a significance value of $0.000 < 0.05$, which means that H1 is accepted, or the test shows that the service has a significant effect.
2. System obtained the coefficient value 0.151 with a significance value of $0.029 < 0.05$, which means H2 is accepted, or the test shows the system has a significant effect.
3. Facility obtained the coefficient value $0,330$ with a significance value of $0,000 < 0.05$, which means that H 3 is accepted, or the test shows that the facility has a significant effect.
4. Employee performance obtained the coefficient value $0,881$ with a significance value of $0,000 < 0.05$, which means H 4 is accepted, or the test shows that employee performance has a significant effect.
5. Service, systems, and facilities simultaneously the calculated F value is $283,269$ with a significance value of $0.000 < 0.05$, which means that H5 is accepted, or the test shows that the dependent variable is a significant explanation of service user satisfaction through employee performance, so that the regression model can be used to predict the dependent variable.

In testing the coefficient of determination (R^2) the results of the *adjusted* R^2 test ^{with} the dependent variable of employee performance are $0,817$ ($81,7\%$). This value means that the service independent variable, systems, and facilities and employee performance used is able to provide some of the information needed to predict the dependent variation service user satisfaction is 81.7% , while the remaining 18.3% is influenced by other variables and other reasons outside this research model.

4. CONCLUSION

There is a lot of evidence that confirms that there is a relationship between employee performance and service user satisfaction, this is due to the positive influence between service providers provided by employee performance in maintaining service user satisfaction. As the results in this study after a series of data analyzes were carried out with the aim of finding out whether there was a significant influence between services, systems, facilities, and employee performance on service user satisfaction, and the results showed that all the independent variables studied had a significant relationship.

Furthermore, based on the results of hypothesis testing, it can be proven that the service, system, facilities, and employee performance variables have a significant effect on service user satisfaction, this is as shown in the results of the T test.

It is the same with the results on the F test which simultaneously or simultaneously the service, system, facilities, and employee performance variables on the service user satisfaction variable also proved to have a significant effect.

Furthermore, on the test results, the value of *adjusted R2* is 0.817 which means that the independent variable of service, systems, and facilities and employee performance in general, it is able to have an effect of 81.7% of service user satisfaction, while the rest is influenced by other variables outside this research model.

Limitations

The author realizes that in this study there are still many limitations and obstacles faced during the implementation of the research. This research certainly has some limitations.

First, the research sample studied is still very small, this is because the questionnaire distributed did not reach the target with a limited time, the questionnaire only collected 237 of the estimated 327 samples that were determined from a total population of 2169 people.

Second, the variables used in this study are limited to service, system, facilities, employee performance, and service user satisfaction variables. In fact, there are many variables that can be studied and will certainly enrich the research results.

Third, the limited time that is very short, data collection is only for 30 days, so the author must be intent on filling out the questionnaire via *google form*, especially during the *COVID- 19* pandemic, which makes filling out the questionnaire without a direct explanation.

Fourth, the sampling does not represent the number of employees based on the proportion in the Batam Special KSOP.

Fifth, the author's weaknesses in data collection, data analysis and presentation of research results are still far from perfect and satisfactory.

Rekomend

Based on the results of research which can generally be proven as the results of the coefficient of determination test (*R2*) where 81.7% of the research independent variables were able to provide some of the information needed to predict the dependent variation. Recommendations that can be taken into consideration in further research include:

First, the development of this research is very likely to be carried out in the future, especially for the Batam Special KSOP.

Second, to anticipate in terms of distributing questionnaires, because at this stage is the most crucial stage, all primary data sources depend on this source.

Third. The author suggest that future research should take variables other than this another that already exist in this study.

Implication

The implication that can be given to academics is to continue to carry out further research related to service user satisfaction, in government and private agencies with various approach models and with varied research variables. % Of independent variables used in this study that affect the dependent variable, it means that it is possible to examine other variables besides the variables that have been studied.

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