The Influence of Employee Service Quality on The Satisfaction of Prospective Pensioners at the Office of the Staffing Agency and Human Resource Development in Central Lampung

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Abstract

The purpose of this study was to empirically examine the effect of service quality on satisfaction at the Central Lampung Regency Personnel and Human Resources Development Agency office. The research was conducted at the offices of the Central Lampung Regency Personnel and Human Resources Development Agency. This research was conducted using quantitative methods. The population in this study were retired civil servants at the Central Lampung Regency Personnel and Human Resources Development Agency, totaling 70 people. The sample size of this study used the Slovin formula, so the number of samples in this study was 42, but it was rounded up to 50. Data collection techniques in this study include direct observation and questionnaires. The result of this study is that the quality of service at the office of the Central Lampung Regency Human Resources Staffing and Development Agency has a positive and significant effect on community satisfaction.

Keywords: Service Quality, Satisfaction.

Introduction

Retirement services should be provided to government employees who have reached a certain age or have worked for the government for a certain period of time (Gorina & Hoang, 2020). Workers whose knowledge is truly needed by the organization may not be eligible for retirement services (Forand, 2019). This retirement program is offered with the consideration that the ability of employees at a certain age or a certain time will decrease their performance, so that it can hinder the achievement of organizational goals (Wulandari & Lestari, 2018). In accordance with the Ministerial Decree on Facilitation of State Administration Number 81 of 1993, which confirms that service activities are only directed at service processes and procedures that must be carried out in a simple, transparent, simple, easy to

understand, and easy to implement way so that the service system does not cause problems, In addition, so that the results of the service can provide a sense of security, comfort, and legal certainty, the service must also have the value of clarity and certainty regarding the process, service procedures, technical and administrative service requirements, and service completion time schedule (Y. Li & Shang, 2020).

The Civil Service Agency of Central Lampung Regency handles the administration of retirees in accordance with national administrative standards that apply to future retired civil servants. This Civil Service Agency will report further to the National Civil Service Agency if the overall administration has a pension applicant. To ensure that every prospective retiree who takes care of pension administration and meets the standards gets good administrative services, the process of managing pension administration requires employees at the Regional Civil Service Agency to provide optimal service. This situation is strongly influenced by various factors that support and hinder the provision of administrative services to retired civil servants at the Central Lampung Regional Civil Service Agency, including factors such as work motivation, the number of employees, and the level of awareness of welcoming retired civil servants.

Therefore, to determine the quality of service provided as a means to evaluate and improve the quality of service provided, which is the main key to increasing customer satisfaction, a service quality strategy with five dimensions is used, according to (Miao *et al.*, 2018). Based on the phenomenon of problems related to the provision of administrative services for retired civil servants at the Lampung Regency Regional Personnel Agency, as well as being a problem faced by officers providing administrative services for retired civil servants, a more in-depth study was conducted.

Literature review
a. Service Quality

Assessing the quality of public services is a challenging task, especially when it comes to administrative and service-oriented service provision (Y. Li & Shang, 2020). However, despite these difficulties, the quality of public services is currently in the spotlight because it is used to determine whether a country is doing well or badly (Arundel *et al.*, 2019). Service quality is a comparison between what people expect

and what they actually receive from the service (Ocampo *et al.*, 2019). According to Rita et al., (2019) service quality is the expected standard of excellence, and the management of that standard of excellence to satisfy people's needs. It can be concluded that service quality is an invisible action or series of activities caused by interactions between the community and employees that aim to solve client problems (Meesala & Paul, 2018).

According to Situmeang (2023) there are several factors that affect service quality, including (1) recognizing the problems faced by the community and being expected to overcome these problems. (2) Responsive in handling complaints experienced by the community. (3) Employees must deal with problems directly with the community concerned and are expected to solve problems faced by the community immediately. (4) Fix things that are not desired by the community.

In addition, according to Rachman & Djumiarti (2019) there are five dimensions to service quality, namely reliability, responsiveness, assurance, empathy, and tangibles. Reliability is the ability to provide services as promised and be trusted, especially in terms of completing tasks on time, consistently, within the specified time frame, and without ever making mistakes (Prakoso *et al.*, 2017). Responsiveness is the desire of employees to help and provide services needed by the community (Martini *et al.*, 2018). Assurance includes competence, skills, friendliness, kindness, and trustworthiness in eliminating community concerns and making people feel safe and free from risk (Martini *et al.*, 2018). Empathy is the ability to understand the needs or difficulties of the community through good communication, personal attention, and ease of communication (Agustina & Handayani, 2023). A physical form is a facility, equipment, and means of communication that must exist in the service process (Tuzahra & Megawati, 2023).

b. Satisfaction

Public satisfaction is indicated by positive responses, such as expressions of pleasure and the achievement of expectations for performance and services (Barusman & Rulian, 2020). Creating customer value includes ensuring customer satisfaction (Romli *et al.*, 2019). Because creating customer satisfaction also means creating benefits for the agency, such as harmonious relationships between employees and clients, a strong foundation for client satisfaction, and the formation

of positive word-of-mouth recommendations that help the agency by arousing client interest in using services (Barusman & Virgawenda, 2019). Satisfaction is an expression of a person's sense of pleasure or disappointment that comes from the difference between expectations and his assessment of the performance or results of a product or service (Barusman, 2019). This shows that expectations and performance affect public satisfaction (Virgawenda *et al.*, 2016). If the performance does not match what the community expects, the community will feel disappointed and dissatisfied. However, if the performance of the services provided is in accordance with what is expected, the community will feel satisfied (Oktaviannur & Pratama, 2016).

According to Li *et al.*, (2018) there are 2 models in identifying satisfaction, namely the cognitive model and the effective model. The cognitive model is a judgment made based on the difference between an individual's perception of the combination of expected properties and a set of attributes that are considered appropriate. Therefore, the consumer satisfaction index in this model calculates the difference between what the community wants and what the agency actually offers in terms of services. Meanwhile, the effective model is a public assessment of a service whose calculation is not only based on rational calculations, but also on subjective needs, aspirations, behavior, feelings, and so on. If the performance of public services obtained meets or exceeds community expectations and vice versa, then both the community and customers will feel satisfied (Farida *et al.*, 2018). The community will be more satisfied if the services offered are getting better (Purnomo & Sujarwo, 2016).
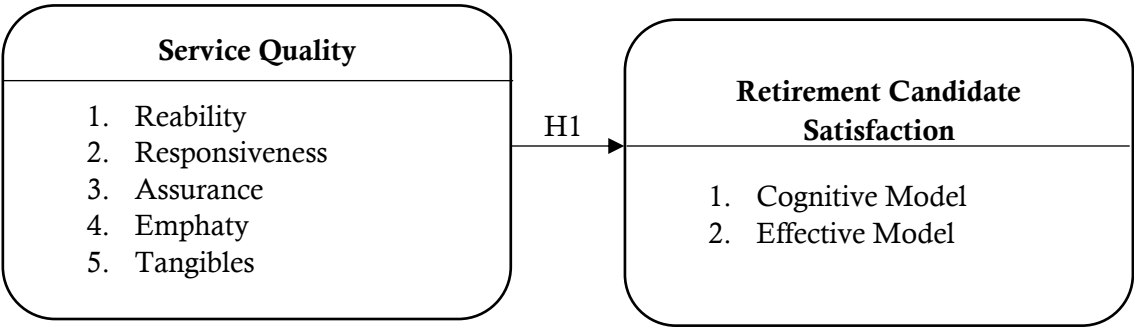
Research Framework

Figure 1. Conceptual Framework

Hypothesis

H1: Service quality has a positive and significant effect on the satisfaction of pension brokers at the Central Lampung Regional Personnel Agency.

Methodology

This research uses a quantitative descriptive methodology that begins with deductive reasoning to generate hypotheses, test these assumptions in the field, and then draw conclusions or hypotheses from empirical data (Barusman & Habiburrahman, 2022). Since the research data for this study is numerical in nature, the quantitative correlation method was used in this study (Malik & Verawati, 2016). This research was conducted at the Central Lampung Regency Personnel and Human Resources Development Agency. The population in this study was 70 retired civil servants at the Central Lampung Regency Personnel and Human Resources Development Agency. The sample in this study used random sampling, where each member of the population had the same sampling opportunities. In determining the sampling of this study using the Slovin formula, the number of samples in this study was 42, but it was rounded up to 50. The data collection technique in this study used direct observation and questionnaires. The data analysis technique in this study uses multiple linear regression analysis, and the data obtained will be processed using SPSS. The operational description of the variables in this study can be seen as follows:

Table 1. Operational Definition of Variables

Variable	Indicator	Questionnaire Item
Service Quality	1. Tangible	1,2,3,4
	2. Reability	5,6,7,8
	3. Responsiveness	9,10,11,12
	4. Assurance	13,14,15,16
	5. Emphaty	17,18,19,20
Retirement Candidate Satisfaction	1. Expectations	1,2,3,4,5
	2. Perception	6,7,8,9,10

Source: Data Processed, 2024

Result And Discussion

Validity Test

In this study, the validity test was carried out by giving statements to respondents. Then the results were tested using SPSS using the product moment correlation formula, after which the results were compared with the r table (0.2787).

Table 2. Service Quality Validity Test Results

Statement Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	74.40	139.306	.469	.945
2	74.48	133.438	.776	.940
3	74.42	132.820	.703	.942
4	74.54	135.886	.564	.944
5	74.24	131.696	.717	.941
6	74.16	136.709	.660	.942
7	74.62	129.914	.767	.940
8	74.32	132.916	.850	.939
9	74.42	131.024	.789	.940
10	74.10	132.949	.874	.939
11	74.18	133.130	.882	.939
12	74.32	132.263	.832	.939
13	74.30	130.255	.876	.939
14	74.12	129.740	.874	.938
15	74.02	134.510	.702	.942
16	74.36	148.235	.290	.951
17	74.24	146.880	.300	.949
18	74.30	131.561	.788	.940

19	74.34	134.515	.749	.941
20	74.68	145.447	.300	.950

Source: Data Processed, 2024

In table 2, the results of the validity test on the Service Quality variable have a value of rcount> rtable, so the 20 statement items submitted are valid for use as research instruments.

Table 3. Prospective Retirement Satisfaction Test Result

Statement Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	34.84	40.953	.851	.940
2	34.98	41.040	.831	.941
3	35.02	39.204	835	.940
4	35.26	41.217	.710	.945
5	35.10	40.255	.824	.940
6	34.84	40.709	.879	.939
7	35.08	40.973	.667	.948
8	34.92	40.320	.690	.947
9	34.90	40.173	.800	.941
10	34.98	40.387	.785	.942

Source: Data Processed, 2024

In table 3, the results of the validity test on the satisfaction variable have a value of rcount > rtable, so the 10 statement items submitted are valid for use as research instruments.

Reliability Test

An instrument is said to be reliable if the measurement results with the tool are the same. The reliability test is carried out with Cronbach's Alpha test, if the alpha value > 0.60 then a construct or variable can be said to be reliable. The results of this research reliability test are as follows:

Table 4. Reliability Test Results

Variable	Alpha Value	Description
Service Quality	0.945	Reliable
Prospective Retirement Satisfaction	0.948	Reliable

Source: Data Processed, 2024

In table 3, it is shown that the test results on the service quality and community satisfaction variables show reliable results because the alpha value on all variables has an alpha value > the Cronbach alpha value. The test shows a high reliability value because it is greater than 0.6, so the instrument can be used as a research measuring tool.

T-test

Table 4. T-test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. error			
1	(Constants)	9.530	4.611		2.067	.045
	Tangible	.792	.572	.831	1.386	.041
	Reability	.410	.525	.180	.780	.140
	Responsiveness	.383	.571	.497	3.495	.022
	Assurance	1.495	.511	.545	2.925	.005

Emphaty	2.774	.398	.899	6.972	.000

Dependent Variable: Satisfaction
Source: Data Processed, 2024

In table 4, the following conclusions can be drawn:

a. It can be seen that the significant value of tangibke is 0.041. Because the value is 0.041 < 1.67591, the hypothesis is accepted, and partially, there is an effect of tangible on satisfaction at the Central Lampung Human Resources Development Staffing Agency office.

b. It can be seen that the significant value of reliability is 0.140. Because the value is 0.140 < 1.67591, the hypothesis is accepted, and partially, there is an effect of reliability on satisfaction at the Central Lampung Human Resources Development Staffing Agency office.

c. It can be seen that the significant value of responsiveness is 0.022. Because the value is 0.022 < 1.671, the hypothesis is accepted, and partially, there is an effect of responsiveness on satisfaction at the Central Lampung Human Resources Development Staffing Agency office.

d. It can be seen that the significant value of assurance is 0.005. Because the value is 0.005 < 1.671, the hypothesis is accepted, and partially, there is an effect of assurance on satisfaction at the Central Lampung Human Resources Development Staffing Agency office.

e. It can be seen that the significant value of empathy is 0.000. Because the value is 0.000 < 1.671, the hypothesis is accepted, and partially, there is an effect of assurance on empathy at the Central Lampung Human Resources Development Staffing Agency office.

F test

The F test is used to determine whether the regression model can simultaneously and significantly analyze the effect of the independent variable on the dependent variable. The provisions in the F test, namely the significant level, are set at 5%. Calculating the amount of Fhitung is done by comparing Fhitung with Ftabel; if Fhitung < Ftabel, then Ho is accepted and H1 is rejected, but if Fhitung > Ftabel, then Ho is rejected and H1 is accepted.

Table 5. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1597.452	5	319.490	16.739	.000[b]
Residual	839.828	44	19.087		
Total	2437.280	49			

a. Dependent Variable: Satisfaction

b. Prediccators: (Constant), Emphaty, Tangible, Assurance, Reabillity, Responsiveness

Source: Data Processed, 2024

In table 5, it can be seen that the significant value of regression is 0.000, this value is smaller than 0.05, which means that the hypothesis proposed by the author can be accepted, which means that there is an effect of service quality on satisfaction at the Central Lampung Regency Personnel and Human Resources Development Agency office.

Based on the results of the study, there is a positive and significant effect on service quality for the mutual satisfaction of retirees. This can be seen from the significance value of fcount of 0.00, so it can be concluded that Ho is rejected, which means that tangible, reliability, responsiveness, assurance, and empathy variables simultaneously affect the satisfaction of retired customers. This research was conducted in accordance with the theory put forward by experts. It can be said that the success of a company in meeting customer needs is the starting point for establishing a lasting relationship between customers and the company. Customer satisfaction is an emotional response to experiences related to the services provided.

Conclusion and Implication

Conclusion

Based on the research that has been conducted and the discussion that has been stated, it can be concluded that the Quality of Service at the Central Lampung Regency Personnel and Human Resources Development Agency office has a positive and significant effect on the satisfaction of prospective pensioners. The results of the simple regression test that have been processed through the SPSS program obtained an equation, namely $Y = 9{,}530 + 0.792 X1 + 0.410X2 + 0.383X3 + 1.495X4 +$

2.774X5. From this equation, it can be seen that the two variables studied, namely service quality, which consists of tangible, reliability, responsiveness, assurance, and empathy variables, greatly affect the satisfaction of prospective pensioners at the Central Lampung Regency Human Resources Staffing and Development Agency office.

Implication

The suggestions given after conducting this research include improving the quality of service at the Central Lampung Regency Personnel and Human Resources Development Agency office so that it can be maintained and improved so as to increase community satisfaction and achieve maximum results in accordance with the objectives of the organization itself. In addition, it is also expected to be able to see other factors that affect community satisfaction apart from service quality, even though service quality is very influential on community satisfaction.

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