

The Influence of Competence on Quality of Service and Its Implication on Society Satisfaction

Teddy Rusmawan, Widji Astuti, Boge Triatmanto
University of Merdeka Malang, Indonesia

*Corresponding Author

Teddy Rusmawan

Email: teddy.rusmawan@gmail.com

Abstract: This study aims to describe competence, service quality and society satisfaction, analyze the influence of competence on service quality, analyze the influence of service quality to society satisfaction and analyze the influence of competence to service quality and its implication to society satisfaction. This research uses an explanatory method. The sample in this study is the community as the customer who is applying for the administration service of the license of the 4-wheeled car class when the research took place as many as 100 people. The analysis technique used is descriptive analysis and Structural Equation Modeling (SEM) Analysis. The results of the analysis show that competence is formed from knowledge, skills and work attitude. The main thing of the establishment of competence is the attitude of work reflected from the officers do not differentiate in the service. The quality of service is formed from tangible, reliability, responsiveness, assurance and empathy. The main thing in the formation of service quality is tangibly reflected from the completeness of facilities and infrastructure tasks. Society satisfaction is formed from the fit of expectations and the fulfillment of facilities. The main thing in the formation of society satisfaction is the fulfillment of the facilities reflected from the large parking lot. Competence affects the quality of service. Competence effects society satisfaction. The quality of service affects society satisfaction. The quality of service mediates the influence of competence affects the quality of service.

Keywords: Competence, service quality, society satisfaction

INTRODUCTION

The new paradigm of public services is to place the community as a service user and government in an equal position. In accordance with its role as a public servant, the government should pay attention to society satisfaction as the party served. Kotler and Keller define satisfaction: "satisfaction as a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/ her expectations" [1]. The view of Oliver et al. states that: the consumer's response to the evaluation of perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product as perceived after its consumption" [2]. Satisfaction is a positive function of disconfirmation of customer expectations and beliefs. Thus, customer satisfaction or dissatisfaction is a response to the comparison between expectations and reality of a product or service. Associated with society satisfaction, in order for society satisfaction to always be maintained, the quality of service must still be presented in a prime, as stated by Lee et al. "Because customer satisfaction is also based upon the level of service quality provided by the service provider" [3]. This is reinforced by Lovelock and Wirtz view that "the perceived service quality is just one component of customer satisfactions [4].

Quality service is the need and desire of the community to be fulfilled by the government and apparatus. Apparatus as human capital became the spearhead of service success. Apparatus as individuals is needed to have competence in providing services to the community. Competence can be defined as having the ability to complete an activity to a required standard [5].

As governmental markets, the community is a service user. Many people complained about the slow handling of the Indonesian National Police on the problems faced, even giving a kind of public alarm to the Police as the most authorized institution, responsive to the declining quality of service to the community to immediately take the initiative quickly and appropriately tackle. There are various factors causing the police bureaucracy to experience organizational slack, among others, a rigid service approach or orientation, narrow service vision, inadequate administrative engineering, and increasingly obsolete public bureaucratic units that are not facilitated with personnel, equipment and Adequate and reliable budgeting (viable bureaucratic infrastructure). As a result, the police bureaucracy apparatus became slow and often trapped into routine activities, unresponsive to

the aspirations and interests of the community and weakened to adapt to changes in the environment. As a consequence, it is questionable about the position of the service apparatus when dealing with the community or its clients.

With the issuance of Law of the Republic of Indonesia Number 25 of 2009 on Public Service, to build public trust in public services by the state organizers in order to be in line with the expectations and demands of all citizens To reinforce the rights and obligations of each Citizens as well as the realization of the responsibility of state organizers in administering public services, then this is a necessity wherever public services are to provide quality and satisfactory services.

Likewise, the Police Department Jakarta Area with a territory that includes the city of Depok, Bekasi City and Bekasi which is a region of West Java Province and the city of Tangerang and South Tangerang City which is the province of Banten, make Polda Metro Jaya has its own peculiarities compared Police - Police Others. With these particularities Polda Metro Jaya which is a unit of territorial prone to very high both in the handling of service and treatment of diseases of society, because apart from close to the center of the state government, also are in the metropolitan social community has its own characteristics such as busy, individual, fast-paced etc. Exposure results of the investigation the Commissioner of the Ombudsman Field of Police on their own initiative (own-motion investigation) and Research Compliance with the Standards of Public Services Ombudsman against Satpas Polri find a number of administrative violations in curbing Driving License (SIM) in a number of units of the Operator Administration SIM (Satpas) in the jurisdiction of Polda Metro Jaya, the breach in the form of mal administration that is often found not competent personnel including driver's license, the demand in exchange for money, deviation procedures and improper actions of officers (collusion). This study is expected to be identified factors that influence the satisfaction of the community as service users.

This study aims to describe competence, service quality and society satisfaction, analyze the influence of competence on service quality, analyze the influence of service quality to society satisfaction and analyze the influence of competence to service quality and its implication to society satisfaction.

LITERATURE REVIEW

Competence

According to Wibowo, competence is the ability to perform or perform a job or task based on the

skills and working knowledge demanded by the job [6]. Competence is a basic characteristic of a person related to performance with the criteria of effective and / or superior in a particular job and situation as Spencer and Spencer's view "Competency is underlying characteristic of an individual that is causally related to criterion-reference effective and/or superior performance in a job or situation" [7]. Furthermore, Spencer and Spencer explained that competence is said to be underlying characteristic because the characteristics are deep and attached to the personality of a person and can predict the various situations and types of work. The competence view as a skill or ability is also expressed by Roe [8] as follows: Competence is defined as the ability to adequately perform a task, duty or role. Competence integrates knowledge, skills, personal values and attitudes. Competence builds on knowledge and skills and is acquired through work experience and learning by doing, in further explanation according to Roe competence is a combination of knowledge, skills, values taken and attitude. Building competence with knowledge and skills through work experience and learning.

Robotham stated that the competencies required by a person can be obtained either through formal education or experience [9]. Competence as a skill put forward Fitt (Mitrani et al.) Ability is the level of skills possessed in the form of understanding, mastery, and ability to work together, as well as the level of knowledge gained through education, training, and experience [10].

Quality of Service

The quality of service is excellent service or superior service aimed at satisfying customers according to their perception and expectation as the service quality conception according to Zeithaml and Bitner "explains that the quality of service is the excellence or superior service delivery process to those with consumer expectations" [11]. The conception of Zeithaml has undergone a development as defined, the quality of service is the expected level of excellence and control over the level of excellence to meet customer desires [11]. Furthermore, Parasuraman et al. the quality of service is a comparison between perceived service (perception) with the expected quality of customer service [12].

Product quality as a product and service characteristic that depends on the ability to satisfy the stated or implied customer requirements as defined Kotler states that "The product quality is characteristic of a product or service that relies on its ability to satisfy customers' needs are expressed or implied" [13] Product quality is defined by the customer as a thorough

evaluation of the performance of goods or services of excellent quality as stated by Mowen and Minor, states that "the quality of the products the customer is defined as a comprehensive evaluation of the goodness of the performance of goods or services" [14].

Society satisfaction

Society satisfaction is a very important factor and determines the success of administrative service delivery because the community is the customer of the service products produced. This is supported by Hoffman and Beteson's remarks, namely: "without customers, the service firm has no reason to exist" [15]. According to Mowen "Customer satisfaction is defined as the overall attitudes regarding goods or services after its acquisition and uses" [15]. Wilkie, defines "Satisfaction or dissatisfaction refer to an emotional response to an evaluation of a product or service consumption experience". It means to know not whence satisfied or customers, then there should be an evaluation of customer satisfaction by using the universal attributes containing about how customers evaluate a product, as viewed from the point of view [16]."

While Oliver defines "Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service, itself, provided (or is providing) a pleasurable level of consumption related fulfillment, including levels of under- or over fulfillment" [2]. Based on this view customer satisfaction is the response to the overall assessment of the goods or service products or services presented meet the needs of consuming products or services. The response is described by Kotler and Keller as "satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance (or outcome) to expectations [1]."

Hypothesis

The hypothesis in this research is as follows:

- H₁ : Competence affects the quality of service.
- H₂ : Competence affects society satisfaction.
- H₃ : Service Quality affects society satisfaction.
- H₄ : Competence affects society satisfaction through service quality.

RESEARCH METHODS

Population, Sample, and Sampling Method

The population in this study is the people who receive services from Ditlantas Polda Metro Jaya as many as 2,167,206 people in 2015. The target population is the community as a customer who receives the service administration of the license for

driving a 4-wheeled car from Polda Metro Jaya amounted to 334525 people in the year 2015. The sample in this study is the community as a customer who is applying for the service administration of the license of the 4-wheeled car driver during the research took place. Based on the calculation of Slovin formula, obtained the sample size of 100 people. While respondents in this study are the community who at the time of the study conducted, is taking the results of his SIM in the Administrative Unit SIM (Satpas) Ditlantas POLDA METRO JAYA. This is based on the following considerations: (1) the respondent has experienced the overall service performance of the Polda Metro Jaya SIM division so that it is expected to provide an assessment of the questionnaire given, (2) cannot be known with certainty during the research how many SIM are in the administrative service process. Thus the sampling technique is by Simple Random Sampling.

Operational Definition of Variables

- a. Competence
Competence is the ability of Police members as service providers with indicators of knowledge, skills and works attitude as measured by a Likert scale.
- b. Quality Service
Quality of service is superior service delivery with indicators Tangible, Reliability, Responsiveness, Assurance, and Empathy as measured by Likert scale.
- c. Society satisfaction
Society satisfaction is the perception of applicant SIM after experiencing service from Police with indicator of conformity with expectation, and fulfillment of facility which measured with Likert scale.

Data Analysis Technique

The analysis used in this research is Descriptive analysis to find out how the distribution of respondents' answers to the questionnaire that includes the variables along with each indicator of choice of respondents and SEM Analysis (Structural Equation Modeling).

RESULTS AND DISCUSSION

Results

The result of SEM assumption test proves normal distributed data, not outlier and there is no multicollinearity problem. Observational data have been eligible to be tested on the model of structural equations that researchers built with the help of AMOS 18 program (Analysis Moment of Structure). The result of modeling test as a whole is shown in Figure 1.

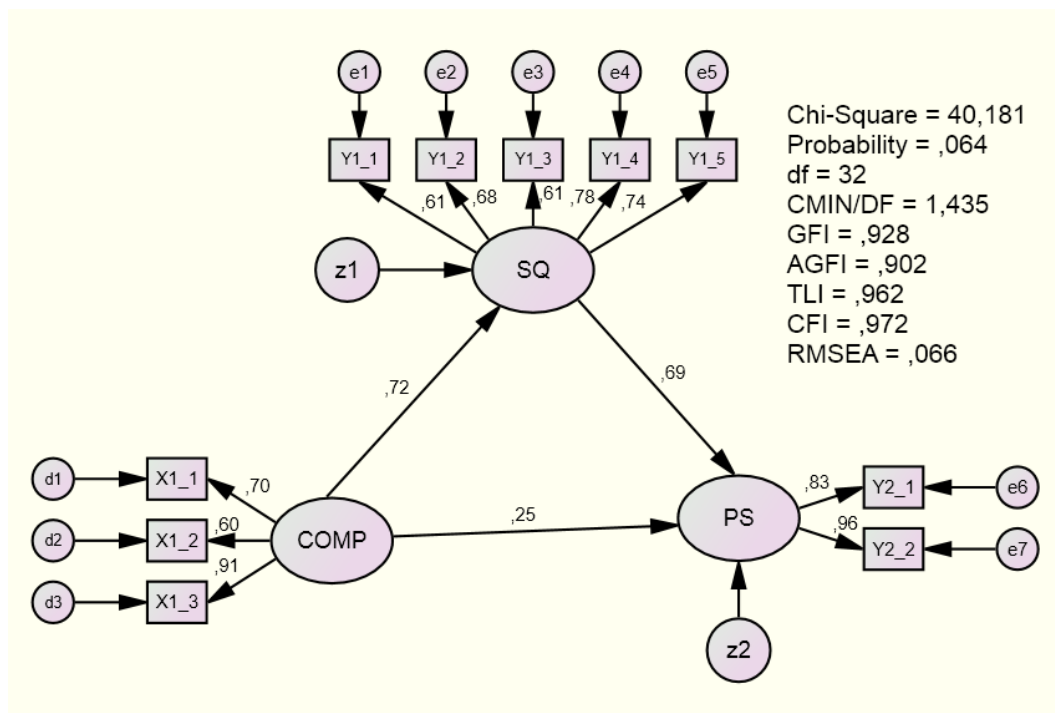


Fig-1: Analysis Results of SEM by AMOS Program

Information :

COMP (Competence)

X3_1 = Knowledge

X3_2 = Skills

X3_3 = Work attitude

PS (Society satisfaction)

Y2_1 = Conformity expectations

Y2_2 = Fulfillment of facilities

SQ (Service Quality)

Y1_1 = Tangible

Y1_2 = Reliability

Y1_3 = Responsiveness

Y1_4 = Assurance

Y1_5 = Empathy

The rejection or acceptance of the Structural Equation Model as an analytical tool appears at the value of the resulting Goodness of fit index. The acceptance criteria for the structural equation model

will be compared with the recommended cut-off value. Evaluation of Goodness of fit index is presented in Table 1.

Table 1: Evaluation of the Goodness of Fit Model of Structural Equations

Goodness of fit indices	Cut-off value	Result	Information
Chi-Square (df = 32)	46,19	40,181	Good
Probability Chi-Square	≥ 0,05	0,064	Good
CMIN/DF	≤ 2,00	1,435	Good
RMSEA	≤ 0,08	0,066	Good
GFI	≥ 0,90	0,928	Good
AGFI	≥ 0,90	0,902	Good
TLI	≥ 0,95	0,962	Good
CFI	≥ 0,95	0,972	Good

Source: Primary data processed, 2016..

Based on the evaluation of Goodness of fit criteria in Table 2, it shows that the evaluation of the overall model has fulfilled the suggested, thus the

structural equation model built can be an analytical model to prove the hypothesis and the research findings.

Table 2: Research Hypothesis Test Results

Variable				Coefficients			P value	Result
	Exogenous	Mediation	Endogenous	Direct	Indirect	Total		
H ₁	Competence	-	Service Quality	0,72	-	0,72	0,000*	Supported
H ₂	Competence	-	Society satisfaction	0,25	-	0,25	0,045*	Supported
H ₃	Service Quality	-	Society satisfaction	0,69	-	0,69	0,000*	Supported
H ₄	Competence	Service Quality	Society satisfaction	0,25	0,50	0,75	-	Supported

* Significant at $\alpha = 5\%$.

Discussion

The Influence of Competence to Service Quality

The competence of the service provider affects the quality of the service, because of the current whether or not, the bad service of the public service, depends on the competence possessed and controlled by the officer. Therefore, officers must have competence because of the demands of task, principal, function, authority, and responsibility that must be implemented, which is to provide public services, good governance, knowledge of technology, and the ongoing era of globalization that cannot Reject and prevented again. As Spencer and Spencer view “Competency is underlying characteristic of an individual that is causally related to criterion-reference effective and/or superior performance in a job or situation” [7]. Furthermore, Spencer and Spencer explained that competence is said to be underlying characteristic because the characteristics are deep and attached to the personality of a person and can predict the various situations and types of work. The competence view as a skill or ability is also expressed by Roe [8] as follows: Competence is defined as the ability to adequately perform a task, duty or role. Competence integrates knowledge, skills, personal values and attitudes. Competence builds on knowledge and skills and is acquired through work experience and learning by doing, in further explanation according to Roe [8] competence is a combination of knowledge, skills, values taken by a person and attitude. Building competence with knowledge and skills through work experience and learning. The results of this study are in line with Nurmasitha *et al.* [17] and Febriarti *et al.* [18] which states that competence affects the quality of service.

Influence Competence to Society satisfaction

Competence of service provider officers effects society satisfaction. This indicates that the competent officer is the Officer who respectively understands the role of the duty which is his responsibility, the officer is able to give explanation to the applicant SIM so that the SIM applicant easily

understand the explanation of the officer in the test unit, the Officer who controls the computer operation, Give explanation of test material so that applicant SIM easy to understand explanation of examination material given, Officer show attitude to discipline and responsible, Officer perform duty carefully, and accurate, friendly, polite, do not differentiate in service to applicant SIM and able to use props can increase Society satisfaction. Competence concerns the authority of each individual to perform tasks or take decisions in accordance with their role in the organization relevant to the expertise, knowledge, and capabilities possessed. The competencies of individual officers must be able to support the implementation of organizational strategy and be able to support any changes made by management. Individual competencies can support team-based work systems [19]. From the competence, performance or quality of service generated, then from the performance or quality of service then generate work performance and the realization of effectiveness and efficiency. Employee competence is defined as the correct way or working procedure performed by the employees. Thus, to realize the success of programs that have been established by an organization, then every officer in it is required to have the required competency standards. As the McAshan conception that competence: “...is a knowledge, skills, and abilities or capabilities that a person achieves, which become part of his or her being to the extent he or she can satisfactorily perform particular cognitive, affective, and psychomotor behaviors” [20]. The competence of the Police Traffic Corps as a person's observable ability includes knowledge, skills and work attitude in completing a job or task in accordance with established performance standards [21]. The results of this study are in line with Karimah research [22] which states that competence affects society satisfaction.

Influence Quality of Service Influence on Society satisfaction

Society satisfaction at Ditlantas Polda Metro Jaya for the implementation of SIM issuance service is influenced by the level of service quality given to the

community. The quality of these services serves as a measure of whether or not service has been provided to the community. Measurement of satisfaction is an important element in the performance evaluation process where the ultimate goal to be achieved is to provide better, more efficient, and more effective services based on community needs. A service is considered satisfactory when the service can meet the needs and expectations of service users. Society satisfaction can also be used as a reference for the success or failure of program implementation implemented at a public service institution. Kotler states that the results are in line with Prianggono *et al.* [23] and Hardiyati [24] research studies which state that the quality of service affects society satisfaction.

The Influence of Competence to Society satisfaction through Quality of Service

The quality of service is the strengthening (mediate) competence against society satisfaction. The higher the competence, the quality of service will increase if the quality of service provided in accordance with the expectations of the community. The public assesses the quality of a service by taking into account the instruments relating to the service delivery process. Service will be assessed qualified if indicated by the officer's skill in understanding all requirement of SIM applicant. The officers' skills, generating positive perceptions from the community. This is in accordance with the opinion of Feigenbaum which states that a product, whether goods or services can be said to be qualified if it can give full satisfaction to the community or customer, that is in accordance with what is expected by the customer [25].

CONCLUSIONS AND RECOMMEDATION

Conclusions

1. Competence is formed from knowledge, skills and work attitude. The main thing of the establishment of competence is the attitude of work reflected from the officers do not differentiate in the service. Quality of service is formed from tangible, reliability, responsiveness, assurance and empathy. The main thing in the formation of service quality is tangible reflected from the completeness of facilities and infrastructure tasks. Society satisfaction is formed from the fit of expectations and the fulfillment of facilities. The main thing in the formation of society satisfaction is the fulfillment of the facilities reflected from the large parking lot.
2. The competence of the service providers affects the quality of the service, because the current whether or not, the bad service of the public service, is dependent on the competence possessed and controlled by the officer.

3. Competence is formed from knowledge, skills and work attitude, so that employees are more able to work skillfully / professionally in improving society satisfaction.
4. Quality of service affects society satisfaction on the service received, which means that the better service quality provided by Ditlantas Polda Metro Jaya can improve society satisfaction.
5. Quality of service mediate competence to society satisfaction. The higher the competence, the quality of service will increase, if the quality of service provided in accordance with the expectations of the people then society satisfaction for the services provided will be realized.

Recommendation

This research enriches the conception of understanding from the public sector, it is necessary to develop the model and conception of society satisfaction as a customer with customer oriented approach in the form of service quality. There needs to be training for officers to improve their competence so that officers are more skilled in serving the community.

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