

THE INFLUENCE OF PROFESSIONAL COMPETENCY OF SERVICE OFFICERS ON SERVICE QUALITY DIMENSIONS IN PUBLIC SERVICES

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ABSTRACT

One of the benchmarks for the implementation of good governance can be seen from the implementation of quality and satisfaction-oriented public services. Public satisfaction is greatly influenced by how or the behavior of officers in providing services. Therefore, the existence of service officers will determine the extent to which public organizations can achieve their goals in meeting public expectations. The primary data includes respondents' responses to research variables which include professional competence, service quality (tangible dimensions, reliability dimensions, responsiveness dimensions, assurance dimensions, empathy dimensions), and public satisfaction. This research was conducted to test the hypothesis to justify or strengthen the hypothesis in the hope that in the end, it can strengthen the theory that is used as a foothold. In general, this study can be concluded that all dimensions of service quality (tangible, reliable, responsive,

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1. INTRODUCTION

In facing the era of globalization which is full of challenges and opportunities, state apparatus is required to be able to provide the best possible service-oriented to the needs and satisfaction of service recipients, to increase competitiveness in providing services in the form of goods and services. The delegation of authority from the central government to local governments allows the delivery of services with a more concise bureaucratic pathway and provides opportunities for local governments to provide and improve service quality.

In-Law Number 5 the Year 1974, the sub-district is a government administrative area in the context of deconcentration, namely the working environment of government apparatus that carries out the implementation of general governmental tasks in the regions. However, in Law Number 32 of 2004, the sub-district is the work area of the sub-district head as an apparatus for the regency and city area. Thus, in the past, the sub-district was a territory of power, but now it is a service area [1].

Good and quality public services are dreams and aspirations expected by all levels of society, namely services that are oriented towards public interests, which are manifested in the implementation of duties and participation of state apparatus as public servants and accompanied by quality and performance improvements. By improving the quality of public services, it is hoped that they will be able to provide a positive assessment from the community in the form of satisfaction with the services that have been obtained.

By the results of research conducted by Chenet et al. [2], that quality service affects public satisfaction. Other supporting research is Rahmati and Honari [3], that there is a significant relationship between service quality and aerobic club member satisfaction, that the quality of electronic services affects the level of customer satisfaction [4].

Another study conducted by Aryani and Rosinta [5], found that all dimensions of service quality have a positive effect on customer satisfaction. Research by Arokiasamy and Abdullah [6], also found that all dimensions of service

quality have a positive effect on customer satisfaction. Based on the results of this study, it shows that if the quality of service is running better, community satisfaction will be better too

Another study conducted by Azmi et al., [7] states that there is a negative and significant relationship between the competence of service providers and the tangible dimensions of service, while the dimensions of reliability, responsiveness, assurance, and empathy were not found to be significant. This study also found a negative and significant relationship between performance-based competencies with tangible and empathy dimensions in service, while the dimensions of reliability, responsiveness, and assurance were not found to be significant. Also found a positive and significant relationship between career-based competencies with the tangible and empathy dimensions, while the dimensions of reliability, responsiveness, and assurance were not found to be significant.

Togo Binongko District Secretariat is one of the SKPDs which receive a part of the authority delegated by the Regent to provide services to the community in government, development, and social affairs. Public services that must be provided are services for basic needs and public services. Therefore, the Secretariat of Togo Binongko District is required to provide quality services by established standards and can reach all levels of society.

From the results of preliminary observations, it turns out that the quality of services provided by the Secretariat of Togo Binongko District, Wakatobi, Southeast Sulawesi still needs to be improved and improved. This can be seen from the complaints from the public and the public, both those submitted directly to the author, issues that have developed in the community, and those accommodated in the suggestion box for the last 3 years. *is* Complaints or complaints from the public regarding the quality of services provided by service providers at the Secretariat of Togo Binongko District decreased in 2011 and rose again in 2012. The cause of public dissatisfaction with the services provided by service providers at the Secretariat of Togo Binongko District was due to a lack of the quality of service provided. The quality of this service is largely determined by the professional competence possessed by the service provider.

2. METHODOLOGY

This research was conducted to test the hypothesis to confirm or strengthen the hypothesis in the hope that in the end, it can strengthen the theory that is used as a basis. In this regard, the type of research used is "explanatory research", meaning that this research emphasizes the relationship between research variables by testing the hypothesis, the description contains a description but the focus lies on the relationship between variables [8].

The population in this study were all people of Togo Binongko District, totaling 5,685 people. While the sample was taken using purposive sampling, meaning that the sampling was taking into account the characteristics of the population, namely the people who had at least served 4 times at the secretariat of the Togo Binongko District.

The collected data were obtained through primary data and secondary data. Primary data in the form of questionnaires distributed to respondents. The primary data includes respondents' responses to research variables which include professional competence, service quality (tangible dimensions, reliability dimensions, responsiveness dimensions, assurance dimensions, empathy dimensions), and public satisfaction. Meanwhile, secondary data were obtained from magazines, reports from related agencies as well as literature at related agencies, namely the Secretariat of Togo Binongko District.

The data analysis technique used in this study is Partial Least Square (PLS) analysis which is a powerful analysis method because it does not assume that data must be measured at a certain scale, can be applied to all data scales, does not require many assumptions and the sample size does not have to be large [9]. The objective of the Partial Least Square model is in principle to help researchers to obtain latent variable values for prediction purposes.

3. RESULTS

3.1 SERVICE QUALITY VARIABLE

Tangible Dimensions

Indicators of service quality variables in the tangible dimension include good room arrangement, neat appearance of service providers, and modernity of physical facilities owned. Based on research in the field, the index of service quality variables on the tangible dimension is shown in Table 1.

Table 1. Descriptive Statistics of Service Quality Tangible Dimensions

No.	Indicator	Average Respondents' Answers	Criteria
1.	Arrangement of the room	3.50	Moderate
2.	The neatness of service personnel	3.40	Moderate
3.	Modern physical facilities	2.80	Moderate
	Overall average	3.23	Moderate

Source: Processed primary data, 2014

Table 1 shows that the average of all respondents' answers is 3.23. In detail, the respondents' answers, the average room arrangement indicator is 3.50, the neatness of the service providers is 3.40 and the modernity of the physical facilities is 2.80. This shows that the respondents' perceptions of the tangible dimension of service quality including room arrangement, neatness of service providers, and modernity of physical facilities are in the medium category.

Reliability Dimensions

Indicators of service quality variables in the dimension of reliability include appropriate service, politeness in providing services, and the ability to provide information. Based on research in the field, the index of service quality variables on the reliability dimension is shown in Table 2 below:

Table 2. Descriptive Statistics of Service Quality Dimensions Of Reliability

No.	Indicator	Average Respondents' Answers	Criteria
1.	Right service	3.70	High
2.	Courtesy in providing services	4.20	High
3.	Ability to provide information	3.60	Moderate
	Overall average	3.83	High

Source: Processed primary data, 2014

Table 2 shows that the overall average of respondents' answers is 3.83. In detail, the respondent's answer is the average correct service indicator is 3.70, courtesy in providing services is 4.20 and the ability to provide information is 3.60. This shows that the respondents' perceptions of the quality of service, the dimensions of reliability include appropriate service, courtesy in providing services, and the ability to provide information in the high category.

Responsiveness Dimensions

The indicators of service quality variables in the responsiveness dimension include sensitivity to problems faced by society, speed in acting, and the ability to solve problems. Based on research in the field, the index of service quality variables on the responsiveness dimension is shown in Table 3 below;

Table 3. Descriptive Statistics of Service Quality Dimensions of Responsiveness

No.	Indicator	Average Respondents' Answers	Criteria
1.	Sensitivity to problems faced by society	2.80	Moderate
2.	Speed in action	3.20	Moderate
3.	Problem-solving skills	3.30	Moderate
	Overall average	3.10	Moderate

Source: Processed primary data, 2014

Table 3 shows that the average of all respondents' answers is 3.10. In detail, the respondents' answers, the average indicator of sensitivity to problems faced by the community is 2.80, speed in action is 3.20 and the ability to solve problems is 3.30. This shows that the respondent's perception of the quality of service, the responsiveness dimension includes sensitivity to problems faced by the community, speed in acting, and the ability to solve problems are in the medium category.

Assurance Dimensions

Indicators of service quality variables in the assurance dimension include excellent service, friendliness of service providers, and the good reputation of service providers. Based on research in the field, the index of service quality variables on the assurance dimension is shown in Table 4 below:

Table 4. Descriptive Statistics of Service Quality Assurance Dimension

No.	Indicator	Average Respondents' Answers	Criteria
1.	Excellent service	3.50	Moderate
2.	Friendliness of service personnel	4.10	High
3.	Good reputation	3.60	Moderate
Overall average		3.73	High

Source: Processed primary data, 2014

Table 4 shows that the average of all respondents' answers was 3.73. In detail, the respondents' answers, the average indicator of excellent service is 3.50, the friendliness of service providers is 4.10 and the good reputation of service providers is 3.60. This shows that the respondents' perceptions of the service quality of the assurance dimension including excellent service, friendliness of service providers, and the good reputation of service providers are in the high category.

Empathy Dimension

Indicators of service quality variables in the empathy dimension include good communication between service providers and the community, personal attention, and understanding and understanding of community needs. Based on research in the field, the index of service quality variables on the empathy dimension is shown in Table 5 below:

Table 5. Descriptive Statistics of Service Quality Empathy Dimensions

No.	Indicator	Average Respondents' Answers	Criteria
1.	There is good communication between service providers and the community	4.00	High
2.	Personal attention	3.40	Moderate
3.	Understand and understand the needs of the community	3.40	Moderate
Overall average		3.60	Moderate

Source: Processed primary data, 2014

Table 5 shows that the average of all respondents' answers is 3.60. In detail, the respondents' answers, the average indicator of good communication between service providers and the community is 4.00, personal attention is 3.40, and understanding and understanding of community needs is 3.40. This shows that respondents' perceptions of service quality in the empathy dimension include communication between service providers and the community, personal attention, and understanding and understanding of community needs are in the medium category.

3.2 Variable of Public Satisfaction

Indicators of public satisfaction variables include happy feelings, fulfilled expectations, and positive experiences. Based on research in the field, the index of public satisfaction variables is shown in Table 6 below:

Table 6. Descriptive Statistics of Public Satisfaction

No.	Indicator	Average Respondents' Answers	Criteria
1.	Feeling happy	3.70	High
2.	Hope fulfilled	3.50	Moderate
3.	Positive experience	3.70	High
Overall average		3.63	Moderate

Source: Processed primary data, 2014

Table 6 shows that the average of all respondents' answers is 3.63. In detail, the respondent's answer, the average feeling of pleasure indicator is 3.70, expectations are met at 3.50 and a positive experience is 3.70. This shows that the respondents' perceptions of public satisfaction include feelings of pleasure, fulfilled expectations, and positive experiences in the moderate category.

3.3 Inner Model Results

First Hypothesis

The first hypothesis proposed in this study is that the better the professional competence of service providers, the better the tangible dimension in service. Table 4.34 shows that the parameter coefficient between professional competence and tangible dimensions is found to be positive results of 0.432 with a t-statistic value of 3.600 and significant at 0.05. The t-statistic value is far above the critical value of ± 1.98 with a significance level above the significant value of 0.05, thus the first hypothesis can be accepted.

Second Hypothesis

The second hypothesis proposed in this study is that there is a positive influence between leadership style and trust. Table 4.34 shows that the parameter coefficient between professional competence and the reliability dimension is found to be positive results of 0.421 with a t-statistic value of 2.833 and significant at 0.05. The t-statistic value is far above the critical value of ± 1.98 with a significance level above the significant value of 0.05, thus the second hypothesis can be accepted.

Third Hypothesis

The third hypothesis proposed in this study is that the better the professional competence of service providers, the better the responsiveness dimension in service is. Table 4.34 shows that the parameter coefficient between professional competence and the responsiveness dimension is found to be positive results of 0.467 with a t-statistic value of 4.181 and significant at 0.05. The t-statistic value is far above the critical value of ± 1.98 with a significance level above the significant value of 0.05, thus the third hypothesis can be accepted.

Fourth Hypothesis

The fourth hypothesis proposed in this study is that the better the professional competence of service providers, the better the assurance dimension in service. Table 4.34 shows that the parameter coefficient between professional competence and the assurance dimension is found to be a positive result of 0.486 with a t-statistic value of 4.656 and significant at 0.05. The t-statistic value is far above the critical value of ± 1.98 with a significance level above the significant value of 0.05, thus the fourth hypothesis can be accepted.

Fifth Hypothesis

The fifth hypothesis proposed in this study is that the better the professional competence of service providers, the better the dimension of empathy in service. Table 4.34 shows that the parameter coefficient between professional competence and the empathy dimension is found to be a positive result of 0.388 with a t-statistic value of 3.491 and

significant at 0.05. The t-statistic value is far above the critical value of ± 1.98 with a significance level above the significant value of 0.05, thus the fifth hypothesis can be accepted.

Sixth Hypothesis

The sixth hypothesis proposed in this study is that the better the tangible dimensions provided by service providers, the better the public satisfaction. Table 4.34 shows that the parameter coefficient between the tangible dimensions and public satisfaction has a positive result of 0.117 with a t-statistic value of 1.034 and significant at 0.05. The t-statistic value is below the critical value of ± 1.98 , thus the sixth hypothesis can be rejected.

Seventh Hypothesis

The seventh hypothesis proposed in this study is that the better the dimensions of reliability provided by service providers, the better the public satisfaction. Table 4.34 shows that the parameter coefficient between the dimensions of reliability and public satisfaction has a positive result of 0.143 with a t-statistic value of 1.019 and significant at 0.05. The t-statistic value is below the critical value of ± 1.98 , thus the seventh hypothesis can be rejected.

Eighth Hypothesis

The eighth hypothesis proposed in this study is that the better the responsiveness dimensions provided by service providers, the better the public satisfaction. Table 4.34 shows that the parameter coefficient between the dimensions of responsiveness and public satisfaction has a positive result of 0.133 with a t-statistic value of 1.024 and significant at 0.05. The t-statistic value is below the critical value of ± 1.98 , thus the eighth hypothesis can be rejected.

Ninth Hypothesis

The ninth hypothesis proposed in this study is that the better the assurance dimensions provided by service providers, the better the public satisfaction. Table 4.34 shows that the parameter coefficient between the tangible dimensions and public satisfaction has a positive result of 0.302 with a t-statistic value of 2.046 and significant at 0.05. The t-statistic value is far above the critical value of ± 1.98 with a significance level above the significant value of 0.05, thus the ninth hypothesis can be accepted.

Tenth Hypothesis

The tenth hypothesis proposed in this study is that the better the dimensions of empathy provided by service providers, the better the public satisfaction. Table 4.34 shows that the parameter coefficient between the dimensions of empathy and public satisfaction has a positive result of 0.241 with a t-statistic value of 1.635 and significant at 0.05. The t-statistic value is below the critical value of ± 1.98 , thus the tenth hypothesis can be rejected.

4. DISCUSSION

4.1 The Effect of Professional Competence on Service Quality (Tangible Dimensions, Reliability Dimensions, Responsiveness Dimensions, Assurance Dimensions and Empathy Dimensions)

The first hypothesis proposed in this study is acceptable, meaning that if the professional competence of service providers is good, the tangible dimension in service will be better. These results indicate that to improve the tangible dimension in service, professional competence is built with indicators of knowledge, skills and attitudes. This is in line with research conducted by Azmi et al., [7] which found a significant relationship between service provider competence and tangible dimensions. This is also in line with the results of research conducted by Ihtiyar and Ahmad [10] who found that competence can be applied in all dimensions of service quality.

The second hypothesis proposed in this study is acceptable, meaning that if the professional competence of service providers is good, the dimensions of reliability in service will be better. These results indicate that to improve the dimensions of reliability in service, professional competence is built with indicators of knowledge, skills and attitudes. This is not in line with research conducted by Azmi which did not find a significant relationship between the competence of service providers and the dimensions of reliability. But in line with the results of research conducted by Ihtiyar and Ahmad [10] who found that competence can be applied in all dimensions of service quality.

The third hypothesis proposed in this study is acceptable, meaning that if the professional competence of service providers is good, the responsiveness dimension in service is getting better. These results indicate that to improve the responsiveness dimension in service, professional competence is built with indicators of knowledge, skills and attitudes. This is not in line with research conducted by Azmi which did not find a significant relationship between the competence of service providers and the responsiveness dimension. But in line with the results of research conducted by Ihtiyar and Ahmad who found that competence can be applied in all dimensions of service quality.

The fourth hypothesis proposed in this study is acceptable, meaning that if the professional competence of service providers is good, the dimensions of assurance in service will be better. These results indicate that to improve the dimensions of assurance in service, professional competence is built with indicators of knowledge, skills and attitudes. This is not in line with research conducted by Azmi which did not find a significant relationship between the competence of service providers and the assurance dimension. But in line with the results of research conducted by Ihtiyar and Ahmad who found that competence can be applied in all dimensions of service quality.

The fifth hypothesis proposed in this study is acceptable, meaning that if the professional competence of service providers is good, the dimension of empathy in service will be better. These results indicate that to improve the dimensions of empathy in service, professional competence is built with indicators of knowledge, skills and attitudes. This is not in line with research conducted by Azmi which did not find a significant relationship between the competence of service providers and the empathy dimension. But in line with the results of research conducted by Ihtiyar and Ahmad who found that competence can be applied in all dimensions of service quality.

So the better the professional competence possessed by service providers, the better all dimensions of service quality (tangible, reliability, responsiveness, assurance and empathy) will be. This is in line with the research of Ihtiyar and Ahmad who found that competence can be applied in all dimensions of service quality. Rice [11] also found that competence can improve public services. This means that professional competence is a standard that must be met by a public servant in providing quality services.

4.2 Effect of Service Quality (Tangible Dimensions, Reliability Dimensions, Responsiveness Dimensions, Assurance Dimensions and Empathy Dimensions) on Public Satisfaction

The sixth hypothesis proposed in this study is that the better the tangible dimensions provided by service providers, the better the public satisfaction. This hypothesis cannot be accepted or rejected. These results indicate that increasing public satisfaction is not built by the tangible dimensions provided by service providers with indicators of good room arrangement, neat appearance of service providers and modernity of physical facilities owned. This is not in line with research conducted by Polyorat and Sophonsiri [12], Zaim et al., [13] who found that tangible dimensions affect customer satisfaction.

The seventh hypothesis proposed in this study is that the better the reliability dimension provided by service providers, the better the public satisfaction. This hypothesis cannot be accepted or rejected. These results indicate that to improve public satisfaction is not built by the dimensions of reliability provided by service providers with appropriate service indicators, politeness in providing services and the ability to provide information. This is in line with research conducted by Polyorat and Sophonsiri [12] who found that the dimension of reliability does not affect customer satisfaction. But contrary to research by Zaim which found that the dimension of reliability affects customer satisfaction.

The eighth hypothesis proposed in this study is that the better the responsiveness dimensions provided by service providers, the better the public satisfaction. This hypothesis cannot be accepted or rejected. These results indicate that increasing public satisfaction is not built by the dimensions of responsiveness provided by service providers with indicators of sensitivity to problems faced by the community, speed in acting and the ability to solve problems. This is in line with research conducted by Polyorat and Sophonsiri [12], Zaim [13] who found that the responsiveness dimension did not affect customer satisfaction.

The ninth hypothesis proposed in this study is that the better the assurance dimensions provided by service providers, the better the public satisfaction. This hypothesis is acceptable. These results indicate that to improve public satisfaction, it is built by the assurance dimension provided by service providers with indicators of excellent service, friendliness of service officers and good reputation of the agency. This is not in line with research conducted by Polyorat, K and Sophonsiri [12]; Zaim [13] who found that the assurance dimension does not affect customer satisfaction.

The tenth hypothesis proposed in this study is that the better the empathy dimensions provided by service providers, the better the public satisfaction. This hypothesis cannot be accepted or rejected. These results indicate that to increase public satisfaction is not built by the dimensions of empathy provided by service providers with indicators of communication between the community and service providers, personal attention and understanding, and understanding community needs. This is not in line with research conducted by Polyorat and Sophonsiri [12], Zaim et al., [13] who found that the empathy dimension affects customer satisfaction.

So public satisfaction with the quality of services provided by service providers at the Secretariat of Togo Binongko District is only influenced by the dimension of assurance with excellent service indicators, friendliness of service providers, and good reputation of the agency. Meanwhile, other dimensions of service quality (tangible, reliable, responsiveness, and empathy) do not affect public satisfaction.

5. CONCLUSION

Based on testing the hypothesis that has been proposed with the Structure Equation Model (SEM) model with Software PLS, it can be concluded that the better the professional competence of service providers, the better Dimensions of Service quality (tangible, Reliability, Responsiveness, Assurance, and empathy the better the service, then this will have an impact on increasing the dimensions of service built by indicators of professional competence which include knowledge, skills, and attitudes. The tangible dimension provided by service providers cannot improve public satisfaction, meaning that increased public satisfaction is not built by indicators of tangible dimensions that include spatial planning, neatness of service providers, and modernity of physical facilities.

The dimensions of reliability and responsiveness provided by service providers cannot improve public satisfaction, meaning that increased public satisfaction is not built by indicators of the dimensions of reliability and responsiveness which include appropriate service, courtesy in providing services, and the ability to provide information. The better the assurance dimension provided by the service provider, the better the public satisfaction. This means that an increase in public satisfaction is built by indicators of the assurance dimension which include excellent service, friendliness of service providers, and good reputation. The empathy dimension provided by service providers cannot improve public satisfaction, meaning that increased public satisfaction is not built by indicators of the empathy dimension which include communication between service providers and the community, personal attention and understanding and understanding community needs.

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