

The Employee's Professionalism to Realize Public Service Satisfaction

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ABSTRACT

The immigration function contained in Law Number 6 of 2016 chapter I article I point three states that immigration is one of the institutions that performs state functions in the administrative sector. To carry out its task, competent officers are needed to provide satisfaction in service as an effort to realize a good condition of social environment in public service. In the service process during service is important. Customers always demand fast, uncomplicated and low cost of service. For that demand fulfilled, professionalism must be built to create the social fair and safe. The aims of research to prove that customer satisfaction is not only influenced by service quality but can be influenced by other factors. It also prove that the customer satisfaction important in realize good social environment at a good public service. Method of research used quantitative with survey approach. Data obtained using a questionnaire that has been tested for validity and reliability. Data was collected from 394 respondent and processed using version 20.0 SPSS application. This study use professionalism as independent variable, customer equity as dependent variable and responsiveness as intervening variable. Result of study find indications that there has a direct positive influence on professionalism and responsiveness to customer satisfaction. However, responsiveness variables can be predictor variables that give indirect positive effect professionalism to customer satisfaction.

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1. Introduction

The government have a goal, which one to realize public welfare. Good public service that an effort of government to realize these goal. The manifestation of good public service is a fair service to public. So that with existing service will realize social stability in the state. To realize this the effort of government is formulation policies in the economic and social paradigm. That make a change at public administration system. One aspect is human resources must be sensitive to the challenges of the organization's external environment.

Based on law number 6 of 2011 concerning immigration, immigration have a function to perform state government affairs in providing immigration services, law enforcement, security and facilitators welfare development of public. To do this function, it is necessary for officers who are professional in providing services. Because the profession is not just a job, but a person's commitment to serve others and also himself who must be dedicated to the work he chooses (George, 2016)

There are three characteristics that describe a person as a professional who is seen from his five main focuses, namely focus on values (eg work ethic), career focus (career importance), work focus (work as main interests), organizational focus (organizational commitment) and the focus of union (union commitment)

(Morrow & Goetz, 1988). The Someone who is a professional has six characteristics, namely (1) working fully, according to work time, (2) Submissive to ethics, (3) readiness to fill customer needs, (4) have knowledge in accordance with education and training, (5) have service orientation, and (6) decision making that is always based on expertise without ignoring responsibility (Kearney & Sinha, 1988).

Service quality is the same overall view of attitudes towards service and is generally accepted as an antecedent of overall customer satisfaction (Ramseook-Munhurrun, Lukea-Bhiwajee, & Naidoo, 2010). Quality defined as a multidimensional construct with hierarchies (J. Joseph Cronin Jr, 2001). In quality, it is very important to involve people in each service process, by emphasizing the suitability between individuals to their demands.

Now, service quality has been talked about a lot. Things related to the quality of service are also still relevant at this time to help organizations create superior differences (Ismail & Yunan, 2016). The findings of relevant scientists that public services have set a goal to become professional services so they can participate in market competition and attract high-qualified customers (Yuryeva, Butov, Malganova, & Pratchenko, 2015). To measure service, the dimensions that are often used are SERVQUAL (Zeithaml, Parasuraman, & Berry, 1990).

In public service sector, responsiveness and responsibility to personal or group must be good, appropriate to the customer (Ramseook-Munhurrun, Lukea-Bhiwajee, & Naidoo, 2010). Good service to customers can be seen through two customer perceptions. First, the technical quality related to what services are provided. Second, functional quality related to how services are provided (Khattab, 2018).

Responsiveness in service can be divided into three models. First, the citizen-driven model is a model that explain the role of service providers must be in accordance with elected officials with the aim of adjusting bureaucrat behavior to people's preference. Second, the expertise-driven model, which makes the administrator a person who is professional with the aim of having objective measurement of the customer's desires. Third, the pragmatic model, namely responsiveness that put the administrator as part of the community. The aim is to find out the public demands through deliberation (Liao, 2018).

The service quality model is related to customer satisfaction (Ismail, Norashyikin, Abdullah, & Parasuraman, 2009). Because through the level of customer satisfaction, it will be known how employee performance is evaluated through service quality. Customer satisfaction is defined as the difference between actual expectations and performance, and this clearly distinguishes between quality and satisfaction (Aliyu, Rosmain, & Takala, 2014; Mosahab, Mahamad, & Ramayah, 2010). Customer satisfaction can also be interpreted as the attitude of the customer who shows his emotional reaction to the service being cared for (Frinaldi & Embi, 2015). Service quality also emphasizes the aspect of satisfaction because the main focus of quality is customer utility.

This research give understanding for everyone, that the customer satisfaction not only influenced by service quality. The personal who involved in service process have contribute and give effect for service quality. This research was conducted in order to find key problems so far taht have never been completed in public service. Intervening variable involvement is a form of service complexity. The following are some of zero hypothesis and alternative hypothesis that we propose in this study.

a. Zero Hypothesis

- There is no partially effect of professionalism toward customer satisfaction
- There is no partially effect of responsiveness toward customer satisfaction
- There is no partially effect of professionalism toward responsiveness
- There is no simultaneously effect of professionalism and responsiveness toward customer satisfaction
- There is no effect of professionalism toward customer satisfaction through responsiveness

b. Alternative Hypothesis

- There is partially effect of professionalism toward customer satisfaction
- There is partially effect of responsiveness toward customer satisfaction
- There is partially effect of professionalism toward responsiveness
- There is simultaneously effect of professionalism and responsiveness toward customer satisfaction
- There is effect of professionalism toward customer satisfaction through responsiveness

2. Literature Review

The theory of customer satisfaction is based on contrast theory, assimilation theory, contrast-assimilation theory and negative theory (Claes Fornell & Donald R. Lehmann, 1994). For this study, the theory used equity theory to measure customer satisfaction. The equity (FAIRSERV) is also a new concept that can be used in the quality evaluation process. Equity theory is the right theory in measuring customer satisfaction (Carr, 2007). This theory is different from the disconfirmation theory which has often been used to measure customer satisfaction. In the disconfirmation theory, expectations are not a separate driver of transaction satisfaction. But in this theory, this is one measure to reflect satisfaction (Olsen & Johnson, 2003).

The equity is a theory of justice that can describe the relationship of customer perceptions of the distribution of service provider resources. That is, in the perception of qualified service providers will show fairness and fairness in service delivery. When customers experience fairness and get justice in service, the customers will be satisfied (Scholl-Grissemann & Stokburger-Sauer, 2012). Equity theory is a comparison by customers between what they get with what others get. Customers will be satisfied if the service provided is clean (Aigbavboa & Thwala, 2013).

At this time, satisfaction is important, because satisfaction has a positive effect on the probability of the organization. Customer satisfaction will form loyal customers and give a positive impression that will be conveyed to others (Angelova & Zekiri, 2011). There are two concepts of customer satisfaction that have developed lately. First, satisfaction of market-specific transactions and consumer behaviour (Olsen & Johnson, 2003). So, Satisfaction can define as a variety of affective responses that involve identifying the focus set at a certain time. Therefore, it is important to know the factors that affect customer satisfaction both directly and indirectly.

In public service theory, customer satisfaction always formed by service quality. This research attempt to search other factor which can be enhance customer satisfaction. Previous research explain that professionalism can be enhance customer satisfaction. So, the objective of this research to prove responsiveness variable as enhancing professionalism in customer satisfaction. Its mean that this research prove the influence of professionalism toward customer satisfaction directly and indirecly.

3. Method

Locus of this research is Immigration Office Class II Agam, West Sumatra Province and has been done for four months. The research population is Indonesian citizens who come directly to the Agam Class II Immigration Office to make a passport (walk in). The sample of this study was 394 respondent, which were the search results using the Slovin formula with α 5%. The sampling technique is using proportional stratified random sampling. This study used a questionnaire as a research instrument. The research instrument has been tested for validity and reliability, so it is appropriate to be used for this study. Analysis of the validity of the instrument using the Corrected Item-Total Correlation technique, while testing the reliability using Cronbach Alpha. This study use three variables, namely professionalism as an independent variable (X1), customer equity as the dependent variable (X2) and responsiveness variable as an intervening variable (Y). Data that has been obtained, analyzed using descriptive analysis and for hypothesis testing with path analysis. All data processing in this study uses the Statistical Program for Social Science (SPSS) application version 20.0. The research model can be seen as follows:

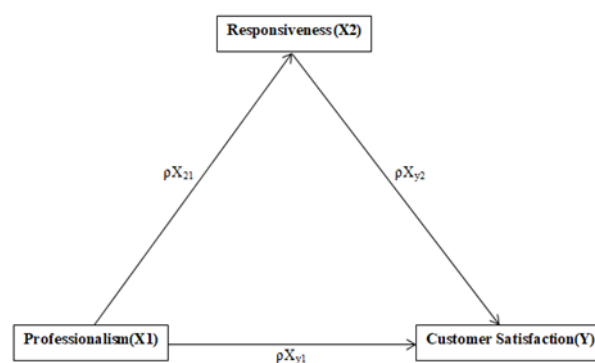


Figure 1. Research Analysis Model

4. Results and Discussion

In general, it has been found in this study the influence of the variables of professionalism and responsiveness to customer satisfaction. This can be seen from the value of $\alpha < 0.05$ which is equal to 0.00 and can be interpreted that the influence of professionalism and responsiveness together have an influence on satisfaction can be believed to be 100% correct.

ANOVA ^a						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	644.434	1	644.434	212.314	.000 ^b
	Residual	1189.832	392	3.035		
	Total	1834.266	393			

a. Dependent Variable: Responsiveness(X2)
b. Predictors: (Constant), Professionalism(X1)

Table 1: F Test of Research Variable

The influence of professionalism and responsiveness on customer satisfaction can be seen at tabel 2. The result found that contribution X1 and X2 toward Y as 35%. This states that professionalism simultaneously with responsiveness determines customer satisfaction in services at Immigration Office the Class II Agam.

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.707 ^a	.500	.498	1.368	1.564	

a. Predictors: (Constant), Responsiveness(X2), Professionalism (X1)
b. Dependent Variable: Customer Satisfaction (Y)

Table 2: Contributions Value of Independent Variable to Variables Dependent.

Then, this study has found that each variable of professionalism and responsiveness has influence on the variable customer satisfaction partially. The results of the t test in this study can be seen in table 3. The significance of the professionalism variable on customer satisfaction has a significance value of 0.031 and the standardized coefficients value is close to 0. It means that the results of the study stating the influence between these variables are the truth and can be believed to be 96.9%. However, the influence of professionalism on customer satisfaction is not strong. Then, there is also a direct effect on the variable responsiveness to customer satisfaction. The research significance value is 0.00 and has the value of standardized coefficients that stay away from the number 0. It states that responsiveness affects customer satisfaction and the results of this study can be believed to be 100% correct. In table 3 it can also be seen that there is an influence of professionalism on responsiveness. The significance of 0.00 and the value of standardized coefficients that stay away from 0 means that the results of this study indicate that professionalism has a strong influence and the results of this study can be believed to be 100% correct.

Table 3: Result of T Test X1 and X2 toward Y

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	6.238	.567	10.996	.000	
1	Professionalism (X1)	.082	.038	.096	2.161	.031
	Responsiveness(X2)	.577	.040	.646	14.564	.000

a. Dependent Variable: Customer Satisfaction (Y)

Table 4: Result T test X1 toward X2

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	6.768	.637		10.629	.000
	Professionalism (X1)	.568	.039	.593	14.571	.000

a. Dependent Variable: Responsiveness(X2)

In the table 4, it can be seen that the standardized coefficients between the variables of professionalism and responsiveness (ρ_{X21}) are 0.593. The path coefficient between the professionalism variable and customer satisfaction (ρ_{Xy1}) is 0.096. While the coefficient between the responsiveness variable to customer satisfaction (ρ_{Xy2}) is 0.646. To determine the effect of professionalism on customer satisfaction is to square the value of the standardized coefficients between these variables. This also applies to determine the influence of responsiveness to satisfaction and the influence of professionalism on responsiveness. In determining the magnitude of the influence of professionalism and responsiveness to customer satisfaction together can be seen based on the adjusted R square value as a result of data processing with the SPSS version 20.0 application. Whereas to determine the magnitude of the indirect effect of the professionalism variable on customer satisfaction through responsiveness variables is to multiply the standardized coefficients of the professionalism variable on responsiveness with the standardized coefficients of responsiveness variables to customer satisfaction. The big influence directly and indirectly variables on customer satisfaction can be seen in the table below.

Table 5: Summary of the direct and indirect effects of the independent variables on the dependent variable

Influence Analysis	Percentage
X1 → Y	0.92 %
X2 → Y	41.73 %
X1 → X2	35.16 %
X1 and X2 → Y	49.80 %
X1 → X2 → Y	38.30 %

Source: Result of Research Data 2019

Based on the data at tabel 5, it can be seen that the responsiveness variable has an effect of 41.73% on customer satisfaction. While the professionalism variable has an influence of 0.92% on customer satisfaction. Both of these variables positively influence customer satisfaction. That is, if professionalism or responsiveness of officers are good in service, then customers will also feel satisfied with the service. Conversely, if professionalism or responsiveness is poor, customers will not be satisfied with the service. From the data above, it can also be stated that responsiveness has a stronger influence on customer satisfaction, which is 35.16%. Its mean, responsiveness is the strongest factor for determining customer satisfaction in service. However, if responsiveness and professionalism are jointly carried out together, it will have a greater influence on customer satisfaction. The magnitude of the influence of professionalism and responsiveness to customer satisfaction from the results of this study amounted to 49.80%. Furthermore, this study also proves that as much as 38.30% there is an indirect effect of professionalism variables on customer satisfaction through responsiveness. It can be stated that professionalism cannot directly increase community satisfaction, but also must be a dissertation with high responsiveness by officers in the service.

The results of the study in table 5, it can be stated that professionalism has the weakest influence on customer satisfaction if the professionalism is directly related to customer satisfaction. Professionalism will have a stronger influence on customer satisfaction if jointly associated with responsiveness. Furthermore, the influence of professionalism on customer satisfaction directly will be better when used as an indirect relationship. Because it will increase the influence of professionalism variables on customer satisfaction. In this study, responsiveness variables can be a reinforcement of the professionalism relationship with customer satisfaction. The validity of responsiveness into an intervening variable can be proven by comparing t count with t table. T count can be determined by multiplying the regression coefficient X1 against Y (a) with the regression coefficient X1 to Y (b) then the results of the multiplication are divided by the Sobel test results

(Sat). Based on the sobel test, the sobel's value is 0.032, while the t value is 10.241. The value of t count greater than t table states that significant responsiveness is used as an intervening variable in this study. In addition to responsiveness variables, there are still other variables that affect customer satisfaction.

In public service, professionalism describes someone who has knowledge in his work, has the ability to answer customer questions with accurately and clearly and rely on the ability to meet customer needs (J. Joseph Cronin Jr, 2001). Professionalism is important in providing services to the community, because professionalism refers to one's abilities and expertise theoretically and practically (Lanin & Syamsir, 2012). The technical capabilities possessed by officers must be sufficient, in order to be able to understand what their customers need (Bowman, 2004). Professionalism is interpreted as a link between quality and one's character in activities within the company (Evans, 2008).

The findings of this study have stated that the customer has expectations in the service he acquired. Customer satisfaction is an overview of the service they receive. When the service they receive is good, then they will feel satisfied and vice versa (Hansemark & Albinsson, 2004). This research also confirms that professionalism has to customer satisfaction. Professionalism is very important in determining service quality. The professionalism directly gives an influence on customer satisfaction, because professionalism has a unique indicator that can give different satisfaction to each customer (Paterson, 1996). A person's expertise can be determined through his ability to provide the right solution to meet customer needs. this repeated expertise will give satisfaction to customers and will create trust (Liu & Mark P. Leach, 2001). The community satisfaction will be achieved if officers have the ability to interact and skills to know customer needs (Hue Minh, Thu Ha, Chi Anh, & Matsui, 2015).

Partially, responsiveness as a predictor variable has a strong contribution in determining customer satisfaction. In fact, good responsiveness will provide a long-term satisfaction effect. That is, good responsiveness has an impact on customer loyalty (Kattara, Weheba, & El-Said, 2008). In addition, responsiveness officers in service can be a conflict resolution between service providers and customers. The existence of conflict resolution will avoid the customer's loss to an organization (Wright & Pandey, 2010).

But based on the results of this study, professionalism will have a large influence on customer satisfaction if supported by good responsiveness. Professionalism will be valued by customers in satisfaction and will be strengthened by officers who are able to respond to customer needs in service and readiness to provide responsive services (Kearney & Sinha, 1988). Because responsiveness also contributes to shaping customer satisfaction (Kattara et al., 2008; Yarimoglu, 2014)

5. Conclusion

The explanation of discuss have conclusion that research contributed to develop of factor enhancing customer satisfaction at immigration office with improve professionalism of employees. Enhance customer satisfaction will be better if professionalism and responsiveness are improved together in providing service by employees. Actually, good service is reflected in the satisfaction received by customer. Therefore , contribution of professionalism will be better in providing customer satisfaction if it is also include with good responsiveness, so that an attractive and meaningful service for customer s is realized. Based on result of research, to increase customer satisfaction refer to service quality. But, professional aspect of employee along with responsibility for their performance more than enhance customer satisfaction. The Professionalism which supported by responsibility will give influence to work time and accuracy in carry out of the task. One of enhancement in professionalism is provide expertise training, motivational training and other activities that can support employee expertise.

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