

# EFFECT OF SERVICE QUALITY ON EMPLOYEE PERFORMANCE IN CIBENDA VILLAGE, CIPONGKOR DISTRICT, BANDUNG BARAT REGENCY

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## Abstract

**Purpose** - to analyze, identify and describe service quality, employee performance, and the influence of service quality and employee performance in Cibenda Village, Cipongkor District, West Bandung Regency. This study uses the dimensions of Parasuraman, Zeithaml, and Berry in Adam as a variable (X) which includes Direct Evidence, Reliability, Responsiveness, Assurance, and Empathy, and the variable (Y) uses the dimensions of Mitchell in Sedarmayanti as the variables studied, which include Quality of Performance, Communication, Speed, Capability and Initiative.

**Design/methodology/approach** – This research uses descriptive and verification methods with a quantitative research approach. In this study, two data collection techniques were used, consisting of library research including literature review, books, articles, and documents, as well as direct research on objects, namely observation techniques, distributing questionnaires to 60 respondents.

**Findings** - The results of this study indicate that the quality of service has been carried out optimally, but several dimensions have not been carried out optimally, such as the reliability dimension based on the respondents' responses regarding service quality, which shows that 50.00% of service quality is not timely. Based on respondents' responses, 48.33% showed that employee performance was not by procedures and delayed work, it could be concluded that employee performance in Cibenda Village was not optimal. The correlation or relationship between service quality and employee performance obtained a value of 0.802, by the guidelines for interpreting the correlation coefficient, the correlation number is included in the category of a very strong relationship.

**Originality/value** – This research provides one of the cornerstones of service quality and employee performance in Cibenda Village, Cipongkor District, West Bandung Regency.

**Keywords:** service quality, employee performance

## INTRODUCTION

Based on the explanation of the Law of the Republic of Indonesia Number 23 of 2014 concerning Regional Government, Article 18 paragraphs (2) and (5) states that the Regional

Government is authorized to regulate and manage government affairs on its own according to the principle regional autonomy and co-administration tasks and given the widest possible autonomy. The government is an institution whose operational principle is to serve the community (*public servant*) in various aspects of the interests of social life. While the government agency is an organization or institution (container) that concentrates a service on the community. The importance of the role of the government is because there are no other institutions that are willing and able to carry out social functions without the hope of making a profit. This is natural and by the principles of economic democracy, where the function of the government is not only as an innovator but also as a motivator and even a facilitator who facilitates public services both in the physical and administrative sense in the bureaucracy. In carrying out its functions, Cibenda Village is certainly an extension of the West Bandung Regent and Cipongkor Sub-district. Because of its duties and functions, the quality of service delivery to the community carried out by Cibenda Village has not been optimal. Because it is not by what is expected by the mandate from the district and sub-district, namely how to provide satisfactory services as village officials or community servants. Quality services are often difficult to achieve because the apparatus does not always understand how to provide good service, this is due to the low professional ability of the apparatus seen from the educational background and work ethic of human resources (village officials) as well as the authority possessed by the village apparatus. concerned.

## THEORETICAL AND RESEARCH MODELS

### *Theoretical Review of Service Quality*

Suryadana (2017), suggests that: "*Service quality is the level of excellence expected and control over the level of excellence is to fulfill customer desires. If the service received or perceived (perceived service) is as expected, then the quality of the service or service is perceived as the ideal quality. Conversely, if the service or service received is lower than expected, then the quality of the service or service is perceived as bad.*

According to Liljander and Strandvik (1995) states that: "*The image of good quality is not based on the point of view or perception of the service provider but based on the customer's point of view or perception. Customers are the ones who consume and enjoy the service, so they are the ones who should determine the quality of service. The customer's perception of the quality of a service or service is a comprehensive assessment of the superiority of service.* Based on the explanation above, it can be concluded that service quality is expected by the community as service recipients expect a level of excellence from each service obtained from the services obtained previously. If the service provided exceeds the expectations of the customer community, the quality of service provided will get an ideal perception from service recipients.

### *Employee Performance*

According to Suardhita, Rafik, and Siregar (2021), namely: "*Employee performance is the result of work in quality and quantity achieved by an employee in carrying out his duties by the responsibilities given to him.*"

According to Karatepe (2013), namely: "*Employee performance is the result of an employee's work, both individually and in groups to achieve the vision, mission, and programs that have been set by the organization so that it can be known contribution of each employee to the organization.*

The overall success of employee performance during a certain period in carrying out tasks compared to various possibilities, such as work standards, targets or targets, or

predetermined criteria that have been mutually agreed upon. In government organizations, employee performance plays an important role as long as they carry out their duties by the responsibilities assigned to them.

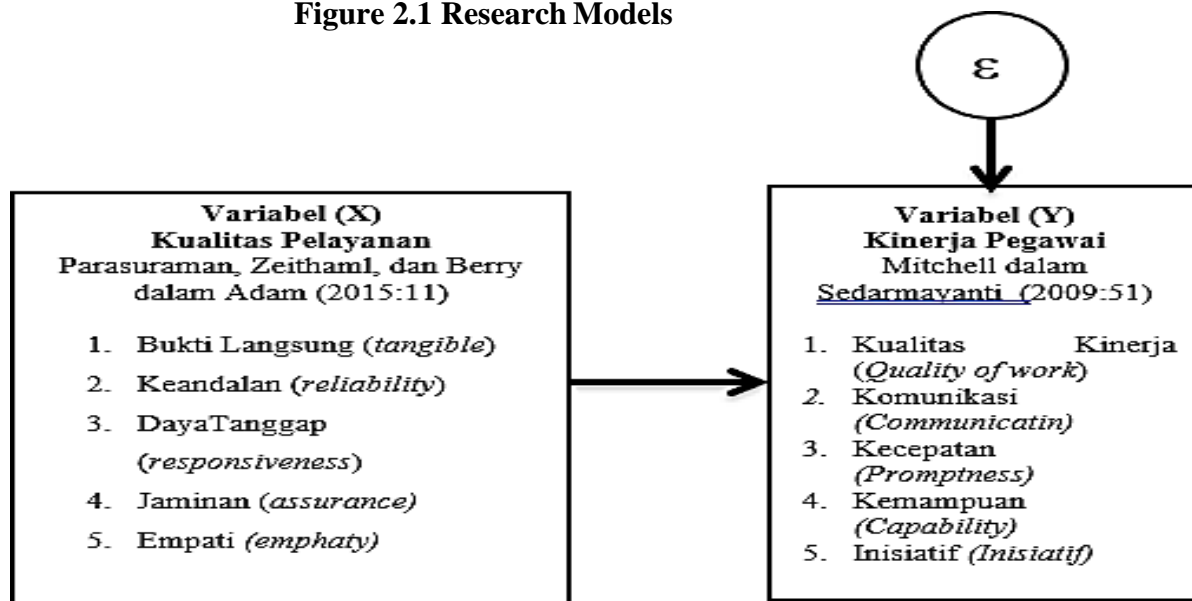
**Previous Research**

Based on previous research written by Seruni Retna Yulistiwa Deby, Ikeu Karna (Effect of Employee Performance on the Quality of Train Ticket Service at Bandung Station), Trio Dora Wanda Mananeke, Joyce J Rares, deysi Tamponanpay (Effect of Employee Performance on Service Quality at Public Health Centers) North Lembeh District, Bitung City, Rizki Amelia, Rodhiyah (Effect of Service Quality and Employee Performance on Patient Satisfaction (a case study on Inpatients at the JakartaHarbor Hospital), Noer Sasongko (Effect of Service Quality and Employee Performance on Customer Satisfaction (Study at the Muhammadiyah University of Surakarta)(Effect of Employee Performance on the quality of population administration services in Margahayu District, Bandung Regency), have the same problems as those studied by the author, namely Service Quality and Employee Performance.

Sudewawhich d The author's research is the difference in loci, dimensions used from the theory taken, research methods, and variables studied.

**Research Models**

**Figure 2.1 Research Models**



ε : Other variables not examined, but affect the Y

**Hypothesis**

Based on the key concepts in the framework described in the research methods above, there search hypotheses proposed in this study are as follows: "there is a relationship between service quality and employee performance"

Ho: there is no significant relationship between service quality and employee performance. Ha: there is a significant relationship between service quality and employee performance.

## RESEARCH METHODS

In this research, the method used is a descriptive and verification method with a quantitative research approach. The independent variable in this study is service quality, while the dependent variable in this study is employee performance. The operationalization of the variables used in the variable (X) of Service Quality is a theory according to Budiwan (2016), while the variable (Y) of employee performance is a theory according to Christen, Iyer, and Soberman (2006). In this study, two data collection techniques were used, consisting of library research and field research. Literature research includes books, articles, documents, and reports. While the field research used observation and questionnaires to the respondents as many as 60 respondents.

The measuring instrument used in data collection is a questionnaire that has been structured in a structured manner that contains several closed-ended question items along with alternative answers that have been provided so that respondents just choose the answer that fits the actual situation. The measurement of the research questionnaire uses a Likert Scale (Croasmun & Ostrom, 2011)

To determine the magnitude of the influence of service quality on employee performance in Cibenda Village, Cipongkor District, West Bandung Regency in percentage, the determinant coefficient or Determinant Coefficient (KD) according to Hartline and Jones (1996).

## RESULT AND DISCUSSION

### *Company Profile*

#### *Overview of Cibenda*

The village, Cibenda Village, where most of the land contours of the village are mountainous areas, from the area of the village in Cibenda Village, most of which are highlands. 40% of the rice fields in Cibenda Village and 15% and 35% are residential areas for residents, houses of worship, and so on from a village area of 366.8 hectares.

#### 1. Vision and Mission of Cibenda Village

##### a. Vision

"With the Spirit of Brotherhood, Mutual Cooperation, and Noble Morals to Realize an Extraordinary Cibenda Village".

##### b. Mission

To realize the Vision, the missions to be carried out are as follows:

a. Continuing the program that has been implemented by the Cibenda Village government in the previous period according to its function.

b. Exploring, empowering, and maximizing all the potential that exists in the community including, Human Resources, Natural Resources, and Empowerment of People's Economy.

c. Creating conditions for the people of Cibenda Village that are safe, orderly, and harmonious in social life.

d. Optimizing the administration of the Cibenda Village government which includes: orderly and transparent government administration, excellent service to the community, namely fast, precise and correct, sustainable development, and prioritizing community participation and cooperation.

## Results and Discussion

Based on the description of the condition of service quality and employee performance in Cibenda Village, Cipongkor District, West Bandung Regency, as described previously, it appears that the service quality is quite good, meanwhile, the level of employee performance is at a good level. This condition shows the relationship of influence and relationship between service quality and employee performance in Cibenda Village, Cipongkor District, Bandung. The results were then calculated using statistical test methods using Microsoft Excel and SPSS to obtain the relationship between the two variables.

### *Validity Test*

In this validity test, it will be tested whether each item being measured is valid (legitimate) to be used as a measuring tool. For calculations, you can use the Microsoft Excel 2013 program. The recapitulation of the test results for each item of the question. Data processing using Microsoft excel 2013 program on variable

(X) service quality and variable (Y) employee performance is attached in the list of attachments. From the results of the data validity test for the variable (X) of employee performance and the variable (Y) of service quality, it can be concluded that the statement made by the respondent is worthy of being put forward as a measuring tool for data processing.

### *Reliability Test Reliability*

test (confidence level) is a test to test the sincerity in taking measurements, both measured and measured (X) and employee performance (Y) is reliable, the authors conducted a statistical test using the Microsoft Excel 2013 program.

(Y) employee performance can be concluded with the decision rule that the two variables are declared reliable, which means that the measuring instrument used for data processing is feasible to be put forward in the data processing.

To find out how big the percentage of service quality variables on employee performance in Cibenda Village, Cipongkor District, and West Bandung Regency, the determinant formula with the following percentage is used:

**Table1: Model Summary**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std Error of the Estimate</b>
1	.802 <sup>a</sup>	.643	.636	2.7287

Predictors: (Constant), Service Quality

$$\begin{aligned}
 \text{KD} &= r_s^2 \times 100\% \\
 &= 0.802^2 \times 100\% \\
 &= 0.643\%
 \end{aligned}$$

Thus, the contribution of the Service Quality variable to the Employee Performance variable is 64.3%. the rest, 35.7% of the Employee Performance variable is given by other unidentified factors.

## CONCLUSION AND SUGGESTIONS

### *Conclusion*

Based on the discussion that the researcher has done regarding the Effect of Service Quality on Performance in Cibenda Village, Cipongkor District, West Bandung Regency, after being analyzed the researchers draw the following conclusions:



c. Service quality includes several indicators, namely physical evidence, reliability, responsiveness, assurance, and empathy. The implementation of service quality in Cibenda Village is basically by the indicators above, but several indicators have not been implemented optimally, such as the reliability factor. Based on the responses of respondents regarding the service not being delayed by employees, it is obtained by 50.00%. This can be seen by the number of people who feel that the quality of service is not fully in line with community expectations. This is because the reliability of employees in providing services sometimes likes to be delayed and not on time.

d. Based on the results of research on employee performance based on respondents' responses that in working employees always complete work by existing work procedures of 48.33%. In carrying out work assignments, employees do not often delay the work that is the duties and responsibilities given to employees. This is the response from the people of Cibenda Village not agreeing because in reality in the field there are still some employees who

do not completely work according to procedures and delay work. It can be concluded that the performance of employees in Cibenda village is not optimal.

e. Based on the results of research conducted that can be obtained correlation value or relationship between Service Quality and Employee Performance of 0.802, by the guidelines for interpretation of the correlation coefficient, the correlation number of 0.802 is included in the category of a *very strong* so that it can be said that the relationship between service quality and performance Employees have a strong and direct relationship.

f. From the calculation using the coefficient of determination, it is known that the effect of service quality on employee performance in Cibenda Village, Cipongkor District, West Bandung Regency is 64.3%. While the rest, 35.7% of Employee Performance variables are given by other factors that are not examined.

## Suggestions

The researchers conveyed that based on the conditions of employee performance, among others, employees further improve the application of performance requirements to increase loyalty through:

g. In the era of globalization and rapid technological developments, various interests of the community including the government are required to use the latest technology by the times as a system update. For this reason, the Cibenda village government must adjust to the need for equipment used in providing services to the community.

h. Employees are expected to be able to solve various work problems quickly and effectively so that they can improve their work performance.

Improve employee performance, it can be done by motivating employees to be enthusiastic and creative at work. It is also necessary to be sensitive to help colleagues work as soon as possible after their work is completed so that in addition to doing office work, employees also interact with fellow employees.

i. It is necessary to create a good organizational communication climate by building a communication climate to be more open, supportive, and still paying attention to high-performance goals.

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