

DETERMINANTS OF SERVICE QUALITY: Efficiency and Workspace

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ABSTRACT

Building quality education requires great effort and sacrifice, not only aspects of human resources, but other aspects such as infrastructure, services, management systems, and so on need to be considered. These things become a necessity and fundamental, so that all parties involved are obliged to strive. The purpose of this study is to reveal information about the factors that may improve employee performance and service quality. The research method uses quantitative with statistical regression analysis and the sampling technique uses stratified simple random. The data source is BBPMPPV Business and Tourism employees of the Ministry of Education and Culture of West Java, totaling 70 people. The research data was obtained through the distribution of online questionnaires (using google forms). The results of the study reveal that the efficiency in question is a simple work process without long bureaucracy, so as to be able to provide excellent service. As for the workspace layout, it can make it easier for service users to be able to know/recognize the services provided. Either simultaneously or partially, design and efficiency can improve employee service performance.

Keywords: Service Performance, Spatial Planning, Work System, Efficiency

INTRODUCTION

In everyday life the service in an agency is decreasing day by day, it can be seen in any agency by prioritizing people who have positions or who have money. In this case, the importance of a service in any agency must prioritize the quality of the service itself, both in private institutions and in government (Eprilianto, et al., 2019). The importance of service quality itself has many impacts, with good service in an agency can advance the agency itself and achieve the quality of service itself (Partiwi, 2020).

Public service basically involves a very broad aspect of life. In the life of the state, the government has the function of providing various public services needed by the community, ranging from services in the form of regulation or other services in order to meet the needs of the community in the fields of education, health, utilities, and others (Sofian, 2019).

Efforts to improve service quality are not only in place through the decisions mentioned above, but also through increasing the ability of the apparatus in providing services (Muharam, 2019). This effort is carried out by providing various materials on service management in structural education and training at various levels. Guidance for reforms that have been rolling since 1997. Along with the flow of globalization which provides opportunities as well as challenges for economic improvement, it encourages the government to re-understand the importance of service quality and the importance of improving service quality (Mardawani & Relita, 2019).

This improvement in government services is not only intended to provide a conducive climate for the national business world but also to increase the attractiveness of investment flows to Indonesia due to increased credibility and convenience. The provision of quality government services will spur the socio-economic potential of the community which is part of economic democratization. The provision of quality public services is one of the tools to restore public trust in the government which is decreasing, due to the ongoing economic crisis that is ongoing at this time (Tsamara & Nugraha, 2020). This makes the provision of quality public services to the community increasingly important to implement.

Actually the best service has been provided by the officer, in fact there are still many people who complain about a service (Ayunita & Basir, 2019). Many factors cause the quality of service to not meet the standards, one of which is from an internal perspective, namely in the arrangement of office space that is not good and is still the main focus. Office layout is one of the important things in entering a company. An office with an irregular layout will definitely make office guests think that the performance of the office is not much different from the appearance of the layout.

Private companies or the government view the arrangement of office space as something important. There are still many office spaces that are disorganized and hinder the effectiveness of employees' work. Basically, office layout is directly related to office management. Office layout and office equipment in accordance with room loads, employee activities, can increase work efficiency and maximize work results. Where, a good and clear spatial arrangement adds to the comfort of working and the love of the job. Office facilities such as rooms and equipment provided in reality have not been felt

the benefits because there are still many employees who are still complaining about it (Wahyudi, 2018).

an office *layout* that is well organized or regulated, meaning that the room does not result in a waste of energy, time and place. Besides that, the office space must be sufficient so that employees can move more freely and freely so that communication between employees is smoother, coordination and supervision are easier to do (Wahyu & Salam, 2020). The relationship between office layout (*office layout*) and the efficiency of employee performance greatly affects the quality of services provided by an agency, because with a good *office layout*, the quality of service will run well. Agencies must be able to facilitate their employees so that their work performance is as expected by the agency, such as a supportive office layout, which will indirectly have a positive impact on employee performance (Harras, et al., 2020).

THEORY

Terry in Rasto (2015) gives the opinion that office layout offers the arrangement of all available physical components in the room to provide maximum effectiveness and coordination of all these components into an efficient and attractive unit.

The term spatial planning is also given by Moekijat who says that spatial planning or physical environment is something that is close to the environment where the worker is located which includes color, light, air, and music that can influence workers to carry out the tasks assigned to them (Nurasih and Sri Rahayu, 2019).

According to Khaerul Umam (2018) a good office layout can help the office in assisting the office in achieving the following: (1) Greater utilization of space, equipment and people; (2) Better flow of information, raw materials and people ; (3) Make it easier for consumers; (4) Improved employee morale and safer working conditions.

Nurasih and Sri Rahayu (2019) revealed that some of the benefits and objectives of organizing and arranging office space are as follows: (1) A good work space prevents various wastes and wasted energy. These objectives will simplify work procedures can be more shortened, document search more easily; (2) A good workspace arrangement is able to ensure the smooth running of the work process; (3) A good workspace layout enables more efficient use of the workspace; (4) With the existence of good spatial

planning to minimize interference and noise between employees of one department and another; (5) Assist employees in achieving discipline, personal, so that they can always carry out their duties quickly, precisely, and accurately; (6) Good spatial planning is able to clarify work paths to avoid delays in delivery time. All of that will be easier to monitor visually so that the solution is not long-winded; (7) Improve work efficiency and reduce operating costs. Eliminates wasted use of materials in the work process. Also make quality problems clear; (8) Good, hygienic, and safe spatial planning provides and creates work comfort for all employees, as well as increasing the morale of the workers. A good workspace layout provides space and convenience for: (a) Workers can work more freely, thereby reducing work movements with tension that causes fatigue; (b) Utilizing other functions for space for other purposes at a certain time; (c) Allows for the development and expansion of activities, guests, and businesses in the future; (d) A good workspace layout gives a good impression to the visitors of the company's guests from the relationship.

Performance according to the Big Indonesian Dictionary (2016) is something that is achieved or an achievement shown. Performance is essentially an achievement achieved by a person in carrying out his duties or work, in accordance with the standards and criteria set for this job. According to Griffin, performance is one of the total collections of work that exists in workers (Harras, et al., 2020).

According to Hadari, employee performance is the result of implementing a job, both physical/metal and non-physical/non-mental (Revelation & Salam, 2020). According to Irlan Fahmi in Harjoyo, Siti Zubaidah and Waluyo (2020) that what is meant by performance is the results obtained by an organization, whether the organization is *profit-oriented* and *non-profit-oriented*, which is produced over a period of time.

Service in this case is very closely related to providing satisfaction to customers, good quality service can provide bad satisfaction for customers, so customers can feel more cared for by the company.

According to Zeithaml-Parasurman-Berry (Harbani, 2019), to find out the quality of service that is really felt by consumers which lies in the five dimensions of service quality according to what consumers say. The five dimensions of the servqual are: (1) *Tangibles*: service quality in the form of physical office facilities, computerized

administration, waiting rooms, information centers; (2) *Reliability*: the ability and reliability to provide reliable services; (3) *Responsiveness*: the ability to assist and provide services quickly and accurately, as well as responsive to consumer desires; (4) *Assurance*: the ability and friendliness and courtesy of employees in ensuring consumer confidence.

METHOD

This study uses quantitative methods to determine the relationship between variables in a population. There are two kinds of quantitative research designs, namely descriptive and experimental. Descriptive quantitative studies take measurements only once. This means that the relationship between the variables investigated only lasts once. While experimental studies measure between variables before and after to see the causal relationship of the phenomenon under study.

This research uses the Slovin formula because in sampling, the number must be representative so that the research results can be generalized and the calculation does not require a table of the number of samples, but can be done with simple formulas and calculations. From a total population of 204 people, 70 people were used as samples. Sampling was carried out using a *stratified random sampling technique* based on the demographics of the respondents. The demographics of the respondents in this study included gender, age, years of service, and education level. These demographic factors are seen as influencing the quality of service which is the topic of this research.

Data collection methods used include the interview method which is a method of collecting data by way of communication, namely through contact or personal relationships between data collectors (interviewers) and data sources and distributing questionnaires to samples or respondents. The answer scale used in this study is the Linkert scale. This research was conducted at BBPMPPV Business and Tourism Ministry of Education and Culture, West Java.

RESULTS

From the results of the Likert scale calculation, the variable of office layout related to air circulation has the lowest value of the other items, which is 3.94. Researchers suggest that a special smoking area be made separate from the workspace.

From the results of the Likert scale calculation, the employee performance efficiency variable related to working efficiently and effectively has the lowest value of the other items, which is 3.91. This should be a serious concern from the leadership to make measurable work standards and targets because the understanding of working efficiently and effectively is still general in nature, but special provisions have not been made, such as the quantity of services performed and the number of complaints submitted by *stakeholders*, there must be clear limits.

The speed of responding to any complaints from *stakeholders* must be a service priority scale, because a fast and good response will meet the level of customer satisfaction and improve the image of the agency as a whole.

Partial Hypothesis Testing

Based on the results of partial hypothesis testing shown in the table above, it can be interpreted as follows:

1. The Effect of Office Spatial Variables on Service Quality has a t value of 6.386 with a significance of 0.000. Because the value of t_{count} is greater than t_{table} ($6.386 > 1.998$), then H_0 rejected and H_1 is accepted, meaning that there is a significant influence of the Office Spatial Variable on Service Quality. This confirms that a well-organized workspace can be a positive influence for employees in carrying out their work well. There is a psychological influence, the comfortable and luxurious working space encourages measurable behavior in providing services.
2. The Effect of Employee Performance Efficiency Variable on Service Quality has a value of $t_{count} = 7.232$ with a significance of 0.000. Because the value of t_{count} is greater than t_{table} ($7.232 > 1.998$), then H_0 rejected and H_1 is accepted, meaning that there is a significant effect of the Employee Performance Efficiency Variable on Service Quality. This finding confirms the theory that the simplicity of work in a bureaucratic system can speed up services. Thus, there will be an increase in work productivity, where there will be many forms of services that are completed quickly and in many ways, which will then have an impact on improving the performance of the institution.

The findings partially illustrate that excellent service is strongly influenced by many factors, including an efficient work system and workspace layout. In work that is service-oriented, the ease and simplicity of service is an important assessment, so that it

can be said to be efficient. In fact, an efficient work system also gives the impression of accuracy and measurability of work (Amhas, 2018). Where the work process supports speed and eliminates the impression of inhibition.

In the study of human resource management, spatial planning is said to be influential because it provides the value of comfort and feelings of pleasure. Employees feel more excited and enthusiastic when the space is arranged in such a way, so that it gives the impression of luxury or elegance (Arina, et, al., 2021). This condition directly becomes a psychological attribute that builds a more positive work mentality (Rasyid, 2021).

The results of the simultaneous hypothesis test show that the Fcount value is 217.416 with a significance of 0.000. Testing by comparing $\text{sig} = 0.000 < 0.05$, then H_0 is rejected, as well as testing by comparing the value of $F_{\text{count}} = 217.416 > F_{\text{table}} = 3.140$, also rejecting H_0 . Statistically, this finding means that there is a real role for efficient work systems and regular work spaces to improve service quality. This means that the more efficient work systems are built, the more service escalation can be made. Likewise with the layout of the workspace, being more organized and tidy can increase positive emotions at work, thus influencing work attitudes and behavior while providing services.

Based on the results of these tests, it can be concluded that together there is a significant influence of Office Layout and Employee Performance Efficiency on Service Quality. These results also show that the regression model is fit to explain the Service Quality variable.

CONCLUSION

Office layout has a positive and significant effect on service quality, this can be seen from statistical calculations where the t count is greater than t table ($6.386 > 1.998$), so it can be said that office layout has an influence on service quality.

Employee performance efficiency has a positive and significant effect on service quality. The higher the efficiency of employee performance, the better the quality of service. From the results of the Naka statistical calculation, the t-count value is greater than t-table ($7.232 > 1.998$), so it can be concluded that the employee performance efficiency variable has a significant effect on service quality.

Office layout and efficiency of employee performance have a positive and significant impact on service quality. The results of the Likert scale calculation of office layout scores and employee performance efficiency are 4.08 and 4.03 which can be concluded to be in a condition that is quite influential on service quality and the results of simultaneous hypothesis testing show the calculated F value is 217.416 with a significance of 0.000, the test by comparing the sig. = 0.000 < = 0.05, it can be concluded that the office layout and the efficiency of employee performance together have a significant influence on service quality.

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