

THE IMPACT QUALITY SERVICE AND PERFORMANCE EMPLOYEES WORK TO INFLUENCE CUSTOMERS SATISFACTION AT DIRECÇÃO NACIONAL TRANSPORTE E TERRESTRES DILI, TIMOR-LESTE***Antonio da Costa**

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Received 25th June 2020; Accepted 20th July 2020; Published online 28th August 2020

Abstract

The purpose of this study the researchers like to know how the magnitude of the impact quality of Service Performance and customer satisfaction between employees Work At DNTT Dili, Timor-Leste. Methods in this study, namely descriptive, quantitative research using a sample of 93 the respondents, the selection of the sample researchers using (disproportionate Random Sampling) in random order. Based on the results of the analysis and testing of proof the regression analysis using SPSS data analysis application Version 21, service quality and Work Performance had a positive influence in fostering a sense of Satisfaction. Based on regression testing fact data associated with the interpretation of the existing variable i.e., multiple linear regression analysis results indicate that the influence of the variable quality of service has a value of T Count = 0000 significance value of 4,310, While the value for T table = 1,986 with distribution value significance of 5%. Based on the statistics counts researchers concluded that T count < T table (4,310 < 1,986) with the value 0000 significance 0.05, meaning < getting better services provided from employees to consumers then consumers will be more satisfied (satisfaction) against existing services, as judged from the testing statistics show that a positive significance. So service by employees must be in accordance with the wishes of consumers will increase our satisfaction of consumers. In addition, employee performance variables on DNTT, of the results of the regression analysis in some testing proves that the existence of significant influence among variables Performance against consumer satisfaction, results of the statistical analysis we can know that the variable performance of the Work has a value of T count = 4,310 value 0000 significance, whereas the value for a 1,986 = T table with 5% significance value distribution. Based on the statistics counts researchers concluded that T count < T table (4,310 < 1,986) with the value significance of 0.05, the value 0000 < this means statistically Performance variables have significant effects against Complacency consumers, with a confidence level of 95%, and 5% error rate. In hypothesis testing simultaneously shows that the value of F count is greater than the value 23,863 F table is 3,094. Those results can be that the Ho in decline means that the variable performance Variable quality of service and Work simultaneously has significant effects against table Consumer based Variables (R Square) obtained the number of 0.347 or 34.7%. This shows that the percentage of independent variables X 1 and X 2 against Y of 0.347 or 34.7%. While remaining 100%-34.7% = 65.3% are affected or explained by other variables that are not included in this research model.

Keywords: Quality Of Service, Performance, Customer Satisfaction.

INTRODUCTION

Public service is now becoming a crucial thing. Public service is phenomenal that is happening, especially in this country. Everyone talks about the good and bad of the service. The assessment felt by the community when dealing with government institutions is even worse in the Timor Leste government bank. This has become a root and a disease that cannot be remedied anymore except the reform of the bureaucracy and the mental arrangement of the bureaucrats. It should be in community services that benefit from the activities carried out by the officers of the service provider organization. Each institution of the Government of the *Republic Democratic of Timor Leste* has an internal community category, namely all members of the organization. While external is the community so that the term service is defined as service to all members of the community in order to satisfy the external community. Services can be interpreted at DNTT as a form of service needed by the people of Timor Leste

especially prospective holders of driving licenses and in all fields of Sedarmayanti (2009, p.243). Public service according to Dwiyanto (2005, p.141) is defined as a series of public bureaucratic activities DNTT meeting the needs of the community. The position of the public bureaucracy in bureaucratic reform is always in the spotlight and the attention of the public, observers of bureaucratic reform and intellectuals. So that the administrative practice of goods or services should be able to facilitate people's lives. Public service institutions especially DNTT are required to have standardized services that can guarantee the quality of public services. Thus, the value and benefits of these services can be felt significantly. The absence of a clear standardization of services can lead to disappointment in the community so that the services provided cannot meet expectations. These standards can facilitate the performance of agencies providing public services both in determining the strategy and priorities of government work as the implementing authority of public services. Services that can satisfy, then must refer to four criteria, namely: a) polite behavior, b) How to convey something related to what should be received by the person concerned, c) Time to convey the right, d) Hospitality (Moenir, 1995: 197–200). Furthermore by Moenir (1995: 88) in service

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to the community there are several important supporting factors such as the awareness of officers who carry out the work, rules that underlie work tasks, organization as a system, work tools and adequate infrastructure to support the implementation of services.

Direcção Nacional Transportes Terrestres (DNNT) is one of the public service institutions under control by the Ministry of Telecommunications and Transportation of the Democratic Republic of Timor Leste. So that the quality of service quality, DNNT employee performance and community satisfaction are the main objectives. Public services, which govern the principles of good governance are the effectiveness of government functions. Thus, each government institute is required to improve its performance in providing services to the community through service improvement and empowerment as well as enhancing the competitiveness of the institute itself. The efforts of the government of the *Republica Democratica de Timor Leste*, to provide quality service and performance of government employees based on the civil service law of the *Republica Democratica de Timor-Leste* no.19 / 2011, 8 June 2008 (which was amended second no. 14/008 7 in May 2008, about the process of evaluating the performance of civil servants. (*Decreto-Lei n.º 19/2011, de 8 de junho (Segunda Alteração ao Decreto-Lei n.º 14/2008, de 7 de maio) Regime da Avaliação do Desempenho dos funcionários da Administração Pública*)

Overall, with the issuance of government policies and regulations, the government seeks to accelerate the realization of better public services for higher quality. Public satisfaction is one of the goals that must be achieved by every organization, including public service agencies. That is because achieving customer satisfaction will provide positive results for each organization, including increased trust, commitment, loyalty, word of mouth, and others. Community satisfaction is recognized as an important pillar in the implementation of total quality management (TQM). In order to provide services to the people of Timor Leste, every Government institution refers to the 2002 RDTL constitution, article 137 on general administration principles in article 1 which states that in carrying out public administration it must be based on the public interest, and can respect individual interests. The second article explains that every government official must be able to distance himself from the bureaucracy, and every work carried out must work with the principle of community participation to achieve effective and efficient management.

The law states that the state is obliged to meet the needs of every citizen through a government system that supports the creation of excellent public services in order to meet the basic needs and civil rights of every citizen of public goods, public services, and administrative services. Unfortunately, in practice it is still far from the expectations of the community. In other words, many people are not satisfied with public services. In general, someone's satisfaction occurs when the service received has met or exceeded what was expected. Vice versa, someone's dissatisfaction occurs when the service received cannot meet what is expected. In connection with these conditions, the government is carrying out a process of bureaucratic reform with reference to the 2002 RDTL constitution, article 137 on general administration principles in article 2. The need for the Ministry of Telecommunications

and Transportation of Timor Leste to carry out a grand design of bureaucratic reform is the master plan containing the direction of the implementation policy national bureaucratic reform, thereby improving the quality of public services. In the grand design, it is explained that one of the objectives to be achieved by the government is to improve the quality of services in accordance with the expectations and needs of the community. One of the goals of the grand design is the achievement of public satisfaction. Therefore, the government has determined the necessity of each government agency to conduct a survey measuring community satisfaction.

Literature Review and Hypothesis

A. Service Quality Prospect Theory

Prospect theory is a descriptive theory in which all alternatives faced by individuals are reduced to a set of prospects that are independently evaluated functioning as values. Thus it can give meaning that, services in government institutions especially (DNNT) should not be run like a company, but provide services to the community in a democratic manner: fair, equitable, non-discriminatory, honest, and accountable. Quality of service is a comparison between perceived services (perceptions) of potential license holders (SIM) in Dili Timor Leste. Service quality can also affect the satisfaction of prospective driving permit holders directly (Zeithaml et al., 1996) and affect the loyalty of prospective driving license holders indirectly through satisfaction (Caruana, 2002). Quality of service encourages prospective owners to have a driver's license to facilitate the workforce to get jobs as soon as possible, so as to meet the needs of the household. The quality of service is crucial in maintaining prospective drivers' licenses to provide safety and discipline in the field of public and private transportation. *Direcção Nacional Transportes Terrestres (DNNT)* which has superior services can maximize the financial performance of DNNT revenues (Gilbert et al., 2004). Parasuraman (in Setyorini, 2011), states that of the ten dimensions of service quality, it can be summarized into five dimensions, namely: (1) Tangibles, or physical evidence, namely the company's ability to demonstrate the appearance and capability of physical facilities and infrastructure (2) Reliability, or reliability, namely the ability of institutions to provide services as promised accurately and reliably; (3) Responsiveness, or responsiveness, that is a willingness to help and provide fast and appropriate services to the community, by delivering clear information; (4) Assurance, or guarantee and certainty, namely knowledge, manners, and the ability of employees to foster trust in prospective owners of driving licenses in *Departamento Carta Condução*, pada *Direcção Nacional Transportes Terrestres (DNNT)*. (5) *Emphaty*, that is to give sincere and individual or personal attention given to potential owners of driving licenses.

B. Theory of Performance

Theory of Performance is to integrate all knowledge and skills to produce a valuable value both individually and to many people. *Essence of active people satisfaction and dissatisfaction toward objectivity ways more than just simple cognition regarding fictive spheres* (Blackburn, 2013: 68). Basically, performance can be seen from two aspects, namely employee performance (individual) and organizational performance. Employee performance is the work of individuals

in an organization, while organizational performance is the totality of the work achieved by an organization, and both have a very close relationship. Performance is an implementation of the theory of balance, which says that a person will show optimal performance if he gets the benefits (benefits) and there are stimuli (inducement) in the work fairly and reasonable (reasonable). Performance is a multi-dimensional concept that includes three aspects, namely attitude, ability and achievement. Bowman (2010) in Mulyadi et al (2016: 54), said the ability to provide quality public services is determined by the ownership of competencies of public officials and public service bureaucratic apparatus. Hardyansyah (2011: 11), the definition of public services is all forms of services carried out by government agencies at the central level in the regions, and in the environment of state-owned enterprises or regionally-owned enterprises in the form of goods or services, both in the context of efforts to meet the needs of the community. Gomes (2003: 195) in Mangkunegara (2014: 9) argues that, employee performance as an expression such as output, efficiency and effectiveness are often associated with productivity. Mitchel in Sinambela (2016: 140) formulating performance is a function of ability times motivation. Mangkunegara in Pasolong (2015: 197), said that performance is the result of quality and quantity of work achieved by someone in carrying out their functions in accordance with the responsibilities given to him. Harsuko (2011), performance is the extent to which a person has implemented an organizational strategy, both in achieving specific goals related to individual roles and or by showing competencies that are otherwise relevant to the organization. Rivai and Sagala (2009) in Priansa (2017: 48) said that performance is a real behavior that is displayed by everyone as work performance produced by employees according to their role. Meanwhile, according to Prawirosentoso in Pasolong (2015: 197) said performance is the work that can be achieved by employees or a group of employees in an organization, according to their respective authorities and responsibilities, in an effort to achieve the objectives of the organization concerned legally, not violating the law and in accordance with morals and ethics. While Sinambela et al (2006: 136) in Pasolong (2015: 198) defines employee performance as the ability of employees to do something with certain skills.

C. Expectancy theory (Community Satisfaction).

Expectancy theory proposes that an individual will behave or act in a certain way because they are motivated to select a specific behavior over others due to what they expect the result of that selected behavior will be. In essence, the motivation of the behavior selection is determined by the desirability of the outcome. However, at the core of the theory is the cognitive process of how an individual processes the different motivational elements. This is done before making the ultimate choice. The outcome is not the sole determining factor in making the decision of how to behave. Expectancy theory is about the mental processes regarding choice, or choosing. It explains the processes that an individual undergoes to make choices. Satisfaction or dissatisfaction of prospective owners of driving licenses is assumed to be the performance of employees in the Direccção Nacional Transportes Terrestres (DNNT) in providing services to prospective driving permit holders. Satisfaction with government institutions is a form of employee performance in providing services. While dissatisfaction is the low number of employees in providing services to the community. So from the point of essence that

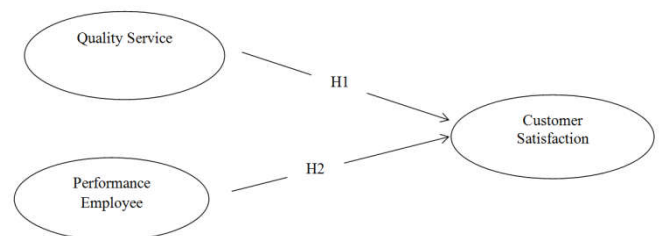
people satisfaction and dissatisfaction toward objectivity ways are more than just simple cognition regarding fictive spheres (Blackburn, 2013: 68). Public satisfaction is one of the goals that must be achieved by every government institution of the *Republica Democratica de Timor Leste*, including public service agencies. That is because the achievement of community satisfaction will provide positive results for each institution, including increased trust, commitment, loyalty, word of mouth, and others. East Timorese community satisfaction is also recognized as an important pillar in the implementation of Total Quality Management (TQM).

RESEARCH METHODOLOGY

In this study, researchers used an associative descriptive study design with quantitative data types. Descriptive method is a method that is directed to solve the problem by describing or describing the results of research as is. The determination of the determination of this method is based on Winarno Surachmad (1998: 139), that the application of this method is intended to investigate the problem solving that exists at the present time. While associative research is research that looks for relationships or influences between one variable with another variable (Sugiyono, 2006: 11). The approach used in this study is a survey method approach. According to Effendi (1995: 3) says that survey research is "research that takes samples from a population and uses a questionnaire as a data collection tool while processing data using SPSS statistics. The population in the study were the prospective drivers of driving licenses (SIM) who came to the office *Direccção Nacional Transportes Terrestres* (DNNT) Timor Leste. Riduwan (2007: 56) says that the sample is part of the population. The research sample in this study is a portion of the population taken as a source of data and can represent the entire population, if the subjects are less than 100, then it is better to take all of them as a sample. But if the subjects are large and cannot be counted, then the sample is taken from 10% -15% or 20% -25% or more, thus the number of samples in the study is 100 people used as research samples.

Conceptual Framework

The conceptual framework is described schematically below based on the theories explained above as follows



Hypothesis Formulation

Based on the problem at the Hypothesis Formulation. Based on the theories stated above, the Hypothesis to be tested can be stated as follows:

- H1: There is a positive and significant influence of service quality on community satisfaction.
- H2: There is a significant and positive effect of Employee Performance on satisfaction Public.

RESULTS AND DISCUSSION

Descriptive Statistics

The description of the variables used in this study is described as follows: (1) Respondents' answers to the construct have an average value of validity value of 0.712, then followed by X.1.3 (Ability to help and provide fast service to prospective administrators driving license) with clear information, with a value of 0.624, then X1.1 DNTT ability indicates the ability of physical facilities and infrastructure to provide services with a value of 0.619. While the lowest validity value is X.1.2 (DNTT's ability to provide services as promised accurately and reliably) with a value of 0.551 and X.1.5 providing sincere and individual or personal training given to prospective driving permit administrators) with value of 0.576. The validity test results show that X2.5 (DNTT employees of the driving permit management department have good cooperation with prospective driving managers) with a validity value of 0.681, and followed by X2.4 (DNTT employees of the driving permit department have the creativity to make decisions if there is work pending) with a value of 0.673 and so on. Meanwhile the lowest validity value is X2.2 DNTT employees The driving permit department issues permits based on existing regulations) with a validity value of 0.466.

Conclusion

Some conclusions obtained from the results of research conducted are: (1) Research conducted is consistent with research conducted by Sujud Budi Utomo 2009, all hypotheses tested support where there is an influence (a) positive and significant service quality on the satisfaction of prospective permit holders driving at the East Timor DNTT Office. (b) there is a positive and significant influence on the satisfaction of potential drivers of driving licenses at the Timor Leste DNTT Office. (c) There is a positive and significant influence on the satisfaction of prospective owners of driving licenses at the Timor Leste DNTT Office.

Suggestions for Further Research: Suggestions that can be given to future researchers based on the limitations of existing research are: (1) in subsequent studies it is expected to be applied to other service categories, such as restaurants and hotels. (2) For further research it is recommended to add employee commitment, and promotion of position to the Satisfaction of prospective owners of driving licenses at the East Timor DNTT Office.

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