THE INFLUENCE OF HUMAN RESOURCE MANAGEMENT ON SERVICE QUALITY AT THE VILLAGE ADMINISTRATION OFFICE

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Abstract

The research problem is how much influence Human Resource Management has on the Service Quality of the Sei Rotan Village Office, Percut Sei Tuan District, Deli Serdang Regency,Human Resource Management is measured in dimensions Planning (planning), Organizing (organizing), Directing (directing), Supervision (controlling) to (Y) Service Quality in Tangibles dimension, (physical factor) Reliable (true), Responsiveness (responsiveness), Assurance (Guarantee)and Empathy (Caring) The research method uses an explanatory survey method. Data collection techniques using a closed questionnaire with a Likert scale model and interviews. The population and sample of the study were 47 people. Data analysis is Path Analysis Models (Part Analysys Models) with statistical test t-test and F-test with the help of SPSS 21.0 for Windows. The results of research on the influence of Human Resource Management (X) in the dimensions ofPlanning (planning), Organizing (organizing), Directing (directing), Supervision (controlling) to (Y) Service Quality In Tangibles dimension, (physical factor) Reliable (true), Responsiveness (responsiveness), (Assurance)and Empathy (Caring)is a low effect of 37.25%. Service Quality in Tangibles dimension, (physical factor) Reliable (true), Responsiveness (responsiveness), Assurance (Guarantee)and Empathy (Caring)is small 35.39% low category. Influence of Human Resource Management (X) in dimensionPlanning (planning), Organizing (organizing), Directing (directing), Supervision (controlling).

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Keywords: Human Resource Management and Service Quality

INTRODUCTION

Public service institutions in meeting the needs of community services such as the Sei Rotan Village Office, Percut Sei Tuan District, Deli Serdang Regency institutionally are government institutions that take care of the public interest in the field of government services, development and community services, their duties cannot be separated from activities and administrative management. and coordination of institutions and other management activities that require institutions to be sensitive to the interests and needs of regulations in the general order of national life.The condition of the Sei Rotan Village Office, Percut Sei Tuan District, Deli Serdang Regency has a great responsibility in managing the interests of the community, must be able to provide services and develop government administration by prioritizing organizational values and norms effectively and efficiently through reliable quality human resource management in addressing the interests of the community. - the interest of service to the community.

Good service orientation can be seen from the amount of human resources owned by the bureaucracy that are utilized to serve the interests of service users. The ideal service apparatus should also not have other activities or work, such as odd jobs outside of office work that can interfere with the tasks of administering bureaucratic apparatus services, if all the time and concentration of the apparatus is truly devoted to serving the interests of office service users. .

Human resource management (HRM). Mondy (2003) in Kadarisman, (2018: 6) suggests that HRM is the utilization of individuals to achieve organizational goals. Furthermore, Notoatmojo, (2005) in Kadarisman, (2018: 6) HRM is the art of planning, organizing, directing, and supervising the activities of HR or employees in order to achieve organizational goals.

Public service is an activity or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers. Therefore, accountability becomes important as a form of accountability for leadership and social positions.

Disclosure of research related to Human Resource Management in relation to service quality provides thoughts in observing the existence of theories of administration and management science as phenomena of scientific studies in their development in the world of public services more meaningfully and how much they contribute to the implementation of existing government institutions in supporting the interests of the organization's life services and the interests of community life in Sei Rotan village

RESEARCH METHODOLOGY

In this study, an explanatory survey method was used which aims to test the hypothesis that strongly suspects that there is a strong influence between Human Resource Management on Service Quality in Sei Rotan Village, Percut Sei Tuan District, Deli Serdang Regency. The data and information needed to be processed and reported are data and information revealed from two sources, namely primary data and secondary data. Primary data were collected from research respondents. Secondary data was obtained through literature study. How to collect primary data is done by submitting a questionnaire to the respondents. The questionnaire is constructed in instruments concerning: (1) Policy formulation (folicy formulation) for Village Fund Users, (2) Public policy formulation and (3) effectiveness of Village Development policy implementation.

For the purposes of data analysis, Path Analysis is used to measure research variables, intervals, indexes on an interval scale through the method of successive intervals Rasyid, (2015: 171). Data analysis techniques with descriptive data analysis techniques and inferential data analysis techniques Sugiyono (2017 :157). Descriptive data analysis technique is carried out through descriptive statistics, namely statistics used to analyze data by describing or describing the data that has been collected as it is without intending to generalize the results of the study. Descriptive statistical data analysis techniques include the presentation of data through percentages, frequencies. Analysis of research data used Likert scale criteria with reference to the average score

of the questionnaire category obtained by the respondents. Sugiyono (2017 :172) the Likert scale is used to determine the contribution in the form of opinions and perceptions of a person or group of people about events or social phenomena called research variables. Sugiono, (2017: 1920) Categories of respondents' answers are classified in the answers of respondents who choose the following:Strongly Agree (SS) Score = 5, Agree (S) score = 4, Disagree (KS) score = 3, Disagree (TS) score = 2, and Strongly Disagree (STS) score = 1. Criteria Score Correlation coefficient0.00 - 0.199 Very Low, 0.20 - 0.399 Low, 0.40 - 0.599 moderate, 0.60 -0.799 Strong and 0.80 -1.00 very Strong. Arikunto (2013), the analysis of item discriminating power can be done by looking at the correlation coefficient between item scores and scores. as a whole. The formula to calculate the correlation coefficient is to use Pearson's Coefficient of Correlation from Karl Pearson. Sugiyono (2014:225) the variable to be correlated with has an interval measurement scale. Using the Pearson's Coefficient of Correlation formula.

RESULT AND DISCUSSION

Based on the data processing that has been done, the following data are obtained:

Table 1. Reliability Test Recapitulation

No	Variable	rcount	rtable	Information
1	Human Resource Management	0.7331	0.285	Reliable
3	Service quality	0.6855	0.285	Reliable

Source: Questionnaire data processing results, 2022

Based on the table above, it can be seen that the Human Resource Management variable (X1), obtained r arithmetic = 0.7331 and from the table r product moment obtained the value of r table with n = 47 and the level of significance (α) = 0.05 of ttable = 0.285. This means that rcount is greater than ttable (0.7331 > 0.285, thus the questionnaire for the Human Resource Management variable (X) has a decisive or reliable power.

In the Service Quality variable (Y), it is obtained rcount = 0.6855 and from the r product moment table, the rtable value is obtained with n = 47 and the real level (0.6855> 0.285, the questionnaire for the Service Quality variable (Y) has decisive or reliable power.

Description of respondents' answers to the 20 items of the Human Resource Management questionnaire, with an average score of 4.26 answers this average score in the control range 4.20-5.00 with very good or very good category. This means that the Human Resource Management applied is very good and provides benefits in supporting the Quality of Service at the Sei Rattan Village Office.

Table 2. Respondents' answers to the 4 Dimensions of Human Resource Management

No	Dimension	Total score	Average	Average
1	Planning	812	16.92	4.23
2	Organizing	826	17.20	4.30
3	Briefing	822	17.12	4.28
4	Supervision	814	16.92	4.22
Amount				17.03
Average				4.25

Source: Questionnaire data processing results, 2022

The results of the study inform that Human Resource Management in Sei Ritan Village, Percut Sei Tuan District, Planning Dimensions 4.23 and Organizing 4.30 and Directing 4.28. while Supervision 4.22 based on research results through answers to a 4-dimensional questionnaire on the independent variables of Human Resource Management in the very high category. Based on the description above, it can be seen that the 4 dimensions have the same intensity in the very high category with an average score of 4.25. is very good.

Table 3. Respondents' answers to the 5 Dimensions of Service Quality

NO	Dimension	Total score	Average	Average
1	*Tangibles, (physical factor)*	611	12.73	4.24
2	*reliable (Correct)*	817	17.02	4.25
3	*Responsiveness (responsiveness),*	816	17.00	4.25
4	Assurance	612	12.75	4.25
5	*Empathy, (care)*	1226	25.54	4.25
Jlh				21.24
Average				4.24

Source: Questionnaire data processing results, 2022

The results of the study inform thatService qualityon dimension*Tangibles, (physical factor)*Social 4.24 and Reliable (true), Responsiveness (responsiveness), Assurance (Guarantee), Empathy, (Caring) each 4.25based on the results of research through a 5-dimensional questionnaire answer the independent variable Quality of Service is classified in the very high category with an average score of 4.24. stated that the Quality of Service was very good at the Sei Ritan Village Office, Percut Sei Tuan District.

The magnitude of the influence of Human Resource Management (X) in the dimensions of Planning (planning), Organizing (organizing), Directing (directing), Supervision (controlling). on (Y) Quality of Service In the Tangibles dimension, (physical factors) Reliable (true), Responsiveness (responsiveness), (Assurance) and Empathy (concern) are 37.25% low category.The low results of this study are influenced by each the dimensions have an unequal or fluctuating effect on the strong category in the Planning Dimension of 0.62, and Organizing of 0.63 and the medium category in the

Directing 0.41 and low 0.38 supervision.

The results of this study estimate that the better the Human Resource Management owned by the Office, it will be followed by the better the Quality of Service. every change in 1 unit of Human Resource Management score can be estimated that the Service Quality score will increase in the same direction by 37.25%, which has a low effect on Service Quality.

Human Resource Management has a low effect on Service Quality through the dimensions of Planning (planning), Organizing (organizing), Directing (directing), Supervision (controlling). It is more influenced by other factors of 62.75% which are not studied in this paper. Tanjung Balai .

CONCLUSIONS AND SUGGESTIONS

Based on the results and discussions that have been described, it can be concluded that in the Service Quality variable (Y), it is obtained rcount = 0.6855 and from the r product moment table, the rtable value is obtained with n = 47 and the real level (0.6855> 0.285, the questionnaire for the Service Quality variable (Y) has decisive or reliable power. Description of respondents' answers to the 20 items of the Human Resource Management questionnaire, with an average score of 4.26 answers this average score in the control range 4.20-5.00 with very good or very good category. while Supervision 4.22 based on research results through answers to a 4-dimensional questionnaire on the independent variables of Human Resource Management in the very high category. The magnitude of the influence of Human Resource Management (X) in the dimensions of Planning (planning), Organizing (organizing), Directing (directing), Supervision (controlling). on (Y) Quality of Service In the Tangibles dimension, (physical factors) Reliable (true), Responsiveness (responsiveness), (Assurance) and Empathy (concern) are 37.25% low category.

SUGGESTION

Clear job descriptions, performance standards, and performance appraisals will help in evaluating the work. It is necessary to improve service quality so that human resource management practices have a positive influence on improving service quality and customer satisfaction.

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