EFFECT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON EMPLOYEE PERFORMANCE AT PT. ASDP INDONESIA FERRY (PERSERO)

Fatari[1], Safrida Maharani[2], Gatot Hartoko[3]
[1,2,3]**Bina Bangsa University**
Email: *fatari.binabangsa@gmail.com*, *Safridamaharany07@gmail.com*,

ABSTRACT

This study aims to determine whether service quality and Consumer Satisfaction variables affect employee performance partially and simultaneously at PT. ASDP INDONESIA FERRY (Persero). This type of research uses a quantitative approach with associative methods. The population in this study as many as 300 people are employees of PT. ASDP Indonesia Ferry (Persero). The sampling technique used is the sampling technique using the incidental sampling technique and the determination of the number of samples using the Slovin formula, which is as many as 75 samples. The results showed that the value of t count could prove the quality of service influences employee performance. The value resulting from hypothesis testing for t_{count} service quality is 3.918. It is known that the t_{table} value is 1.99300, because the t_{count} value is greater than t_{table} (t_{count} 3.918 > t_{table} 1.99300) with a sig value of 0.000 <0.05. Consumer satisfaction is a partially positive influence on employee performance, and it can be seen from the t value. The value resulting from hypothesis testing for t_{count} consumer satisfaction is 2.182. It is known that the value of the t_{table} is 1.99300 because the value of the t_{count} is greater than the t_{table} (t_{count} 2.182 > t_{table} 1.99300) with a sig value of 0.032 < 0.05, Service quality and customer satisfaction both have an impact on employee performance. With a confidence level of 5% or 0.05 of the calculation results obtained value of F_{table} at 3:12 of the calculation results obtained $_{arithmetic}$ value off 23,408, to determine the influence is there or not then do the comparison value f_{count} = 23,408 > f_{table} 3.12 with sig value 0.000 <0.05. For the coefficient of determination ($R^{2)}$) of 0.394 or 39.4%. The study results concluded that partially or simultaneously, the quality of service and consumer satisfaction affected employee performance.

Keywords: Quality of Service, Customer Satisfaction, Employee Performance.

ABSTRACT

The performance of employees contained at PT.ASDP Indonesia Ferry (Persero) Merak Branch is still said to be quite good, and it's just that some shortcomings still occur due to a lack of discipline in the available regulations. This study aims to determine whether service quality and Consumer Satisfaction variables affect employee performance partially and simultaneously at PT. ASDP INDONESIA FERRY (Persero). This type of research uses a quantitative approach with associative methods. The population in this study as many as 300 people are employees of PT. ASDP Indonesia Ferry (Persero). The sampling technique used is the sampling technique using the incidental sampling technique and the determination of the number of samples using the Slovin formula,

which is as many as 75 samples. The results showed that the value of the tcount can prove the quality of service influences employee performance. The value resulting from hypothesis testing for tcount service quality is 3.918. It is known that the value of ttable is 1.99300 because the value of tcount is greater than ttable (tcount 3.918 > ttable 1.99300) with a sig value of 0.000 <0.05. Partially, consumer satisfaction positively affects employee performance, and it can be seen from the tcount value. The value resulting from the hypothesis testing for tcount customer satisfaction is 2.182. It is known that the value of ttable is 1.99300 because the value of tcount is greater than ttable (tcount 2.182 > ttable 1.99300) with a sig value of 0.032 < 0.05, and simultaneously service quality and Employee performance is influenced by customer satisfaction. With a confidence level of 5% or 0.05 from the calculation results, the f table value is 3.12. From the calculation results, the fcount value is 23,408, to determine whether there is an effect or not, a comparison of the fcount value = 23,408 > ftable 3.12 with a sig value of 0.000 < 0.05 . For the value of the coefficient of determination (R2) of 0.394 or 39.4%. The study results conclude that, partially, service quality affects employee performance, and consumer satisfaction affects employee performance. Meanwhile, simultaneously service quality and consumer satisfaction affect employee performance.

Keywords: Quality of Service, Customer Satisfaction, Employee Performance.

INTRODUCTION

As we all know, employee performance has a significant impact on a company's level of success. Good employee performance will follow good results in the company's business development. On the other hand, poor employee performance will also harm the company's success. The effects of this employee's performance can evaluate quality, quantity, working time, and cooperation in achieving the company's goals. It all depends on the amount and the time used by the employee to do his job. Employee performance factors can also be seen from working time, delays, number of absences and length of the service period of employees.

Employee performance evaluation at PT. ASDP Indonesia Ferry (Persero) Merak Branch is still said to be quite good; it's just that some shortcomings still often occur due to lack of discipline in the available regulations, such as late entry during working hours which some employees repeatedly violate. Good work discipline reflects the magnitude of a person's sense of responsibility for the tasks or rules given. According to Fatoni (2006), punishment can exemplify. Employees always come home on time under company regulations, do all their jobs well, and obey all company regulations and applicable social norms.

Therefore, every manager always tries to make his subordinates have good discipline.

He was assessing customer satisfaction and increasing consumer expectations to become loyal customers. In general, consumer satisfaction is the level of consumer feelings after comparing what he received and what he expected. When what is obtained by consumers is following their expectations, consumers will feel satisfied. Providing satisfaction to consumers is the desire of every company. Meeting customer satisfaction is an essential factor for the company's survival, which can increase its competitive advantage.

Understanding Employee Performance

Employee performance results from a person as a whole during a specific period in carrying out tasks, such as work standards, targets or targets for predetermined and mutually agreed criteria. Employee performance is not just information for promotion or salary determination for the company. However, the company can motivate

employees and develop a plan to correct the slump in performance can avoid.

Employee performance needs an assessment to provide employees with a good opportunity for their career plans in terms of strengths and weaknesses so that companies can determine salaries, provide promotions, and see employee behaviour. Performance is essentially a product of time and opportunity. Opportunities without time to pursue them are nothing. And the time we don't have doesn't give opportunities even a little bit of value. According to Sarwono Salito (2015), performance is the result of work achieved by a person in carrying out the tasks assigned to him based on skills, experience, sincerity and time.

In a system of any size, all work is interconnected. Performance is expected to function and behave under the tasks assigned to them. The results of the job performance toolkit are inputs to other performance efforts. Because of their interdependence, what may appear to be small performance gains in one aspect of the job can lead to significant improvement overall. So, according to Herman Sofyandi (2015), the performance of a system depends on the accuracy and efficiency of work behavio

ur. Implementation is based on the fulfilment of specific job requirements, which are ultimately reflected in the resulting output. One of the measuring tools for achieving organizational goals is performance. Performance can be thought of as a "*thing done*." According to Bambang Wahyudi (2015), work performance is defined as the quality and quantity achieved by an employee in carrying out his duties following the responsibilities delegated to him.

Employee Performance Indicator

Aspects of indicators according to Robbins (2006), which can then be used as a variable dimension of employee performance, with the following indicator:

a. Quality

The quality of work is measured by the employee's perception of the quality of the work produced and the task's perfection on the employees' skills and abilities.

b. Quantity

The resulting quantity is expressed in terms such as the number of units or completed activity cycles.

c. Punctuality.

It is the level of activity completed at the beginning of the stated time, from the point of view of coordinating with the output results and maximizing the time available for other activities.

d. Effectiveness.

Is the level of use of organizational resources (workforce, money, technology, raw materials) maximised to increase the results of each unit in the use of resources?

e. Independence.

Independence is an employee's level who will carry out his work duties.

Understanding Service Quality

Neatness. According to Sedarmayati (2015), service quality is any form of a unit of measure related to the quality or quality of work. It is expressed in numerical size or is matched with numbers.

According to Sarwono Salito (2015), service quality is complete customer satisfaction. A quality job

If it can give satisfaction to consumers, that is following what consumers expect for a product or service.

According to Sarwono (2014), service quality describes a dynamic condition related to products, people/labour, processes and tasks, and the environment that meets or exceeds customer or consumer expectations. Service is also defined as Service.

According to Herman Sofyandi (2017), service quality is a complex discussion because the assessment of service quality differs from product quality, especially its intangible *nature* and production and consumption run simultaneously. Thus, service quality is how customers respond to the services they consume or feel.

Service Quality Indicator

The indicators of service quality, according to Herman Sofyadi (2015), are as follows:

a. *Reliability* (Reliability)

The ability to provide the promised service properly *(accurately)* and the ability to be trusted *(dependably)* mainly provide services promptly *(on time),* in the same manner under the schedule that has been promised without any mistakes every time.

b. *Responsiveness* (responsiveness)

Employees' eagerness to assist and provide consumers with the services they require allows customers to wait, especially for no apparent reason, creating a negative impression that should not occur. Unless and until this error is corrected, it becomes a memorable and enjoyable experience.

c. *Assurance* (Assurance)

The personnel context includes knowledge, ability, friendly, courteous, and trustworthy nature to eliminate consumer doubts and feel free from danger and risk.

d. *Empathy* (Empathy)

Covers the attitude of contacting personnel and companies to understand consumer needs and difficulties, good communication, personal attention, ease of communication or relationships.

e. *Tangibles* (Physical products)

The availability of physical facilities, equipment, and means of communication, among other things that can expand in the form of consumer relationships.

Understanding Consumer Satisfaction

According to Nugroho in Edwin Setyo (2017), consumer satisfaction is an essential element in improving marketing performance in a company. Satisfaction is measured by how well customer expectations are met. Satisfaction felt by customers can increase the intensity of buying from these customers. Creating an optimal level of satisfaction encourages the innovation of loyalty in the minds of satisfied customers. Meanwhile, customer loyalty is what customers want to buy again.

According to Tjiptono (2014), consumer satisfaction is an evaluation that gives results where the experience felt is at least as good (as) as expected. Meanwhile, according to Didin, consumer satisfaction compares expectations and perceptions of the knowledge supposed or received. The point is that customers form their expectations based on the consumption or use of certain products and the expected performance of a product.

According to Kotler in Ditia Fitriasshinta (2018), customer satisfaction is defined as a feeling of pleasure or disappointment that arises after comparing the performance (outcome) of the product thought to the expected performance (or result). According to Saladin Djaslim (2003), consumer satisfaction is a person's feelings of pleasure and disappointment that come from comparing his impression of the performance (results) of a product and his expectations. The point is that customer satisfaction arises when someone reaches the perceived performance against the expected results.

Consumer Satisfaction Indicator

According to Jum'ah and Laode Syarfan (2018), the seven indicators of consumer satisfaction are often used as references.

1. Quality goods and services, namely companies that want to implement a customer satisfaction program, must have good quality products from excellent service. At a minimum, the standard should have significant competitors in the industry.
2. Relationship marketing, the primary key in any loyalty promotion program, is an effort to establish long-term relationships with consumers. The assumption is that a strong and mutually beneficial relationship between service providers and consumers can build repeat business and create customer loyalty.
3. Loyalty promotion programs are widely applied to establish relationships between companies and consumers. Usually, this program provides some kind of reward such as bonuses, discounts, and prizes associated with the frequency of purchases or the use of the company's services.
4. Focus on the customer (*best customer)*, a program that focuses on the 20 per cent of customers who routinely consume 90 per cent of sales. But the best customers are not just those who are *heavy users.* Of course, other smooth and timely payments criteria do not require too many additional services.
5. Complaint handling system effectively complaint handling is closely related to service quality. Companies must first ensure that the goods and services produced to function as they should from the start. So quality assurance must precede complaint handling.

RESEARCH METHODS

The research method is based on data collection techniques. This research was carried out using a survey method approach, namely the activity of collecting data about the facts that are supporting the study intending to know the status, symptoms, determining the similarity of quality by comparing with the standards that have been selected or specified, with the help of a questionnaire, where the respondents are consumers at PT. ASDP INDONESIA FERRY (Persero) Merak branch.

This research is quantitative research to determine the relationship between variables in a population. This study uses a descriptive-analytic approach that looks at cause-and-effect relationships, statements about the validity and searching for essential things about these relationships by first describing each variable.

The population in this study are consumers at PT. ASDP INDONESIA FERRY (Persero) totaling 300 people.

The sampling technique in this study uses a saturated sample technique which makes all members of the population samples because the total population is 300 people.

RESULTS AND DISCUSSION
Multiple Linear Regression Test

This analysis is intended to determine the effect of service quality and customer satisfaction variables on employee performance. And the results of data processing with the help of SPSS Version 26 software can be seen in the table 1.1 is as follows:

Table 1.1 Results of Multiple Linear Analysis

Coefficients [a]			
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	14.262	4.353	
Service quality	.451	.115	.447
Satisfaction Consumer	.228	.105	.249
a. Dependent Variable: Employee Performance			

From the results of the above processing with the help *of SPSS Version 26 software,* the following equation is drawn up:

Y = 14.262 + 0.451 X1 + 0.228 X2

Y: Employee
Performance X1:
Service Quality
X2: Consumer Satisfaction
A: Number constant
Interpretation of the Regression Equation

1. If the quality of work service is zero and customer satisfaction is zero, then the employee performance is 14,262 units.
2. If service quality increases by one unit, employee performance increases by 0.451 units, then customer satisfaction is considered constant.
3. If Consumer Satisfaction increases by one unit, employee performance increases by 0.228 units, then Service Quality is considered constant.

Parameter Significance Test Partially (t-Test)

The t-test is known as the partial test, which tests how the influence of each independent variable individually on the dependent variable. To try whether the set initially hypothesis was accepted or rejected, a comparison makes with the t-count value with the t-table. In this test

Researchers used the help *of* SPSS Version 26 software. To find out the value with the following test criteria:

If $t_{count} > t_{table}$ l, Ho is rejected, and Ha is accepted. If $t_{count} < t_{table}$, Ho is accepted, and Ha is rejected.

Based on the t-test analysis (partial) with *SPSS Version 26 software*, the following are the results of the calculations shown in table 1.2 as follows:

Table 1.2 t-test of Service Quality (X1) and Consumer Satisfaction (X2)

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Const ant)	14. 262	4.353		3.276	.002
Quality US servant nan	.45 1	.115	.447	3.918	.000
satisfied san Konu men	.22 8	.105	.249	2.182	.032
a. Dependent Variable: Employee Performance					

By using a 2-way test and a significance level of = 5% or 0.05 with degrees of freedom (df) NK = 75-2 = 73, a value of 1.99300 is obtained.

a. Service Quality Variable (X1)

Ho   : Partially, there is no influence between Service Quality on Employee Performance

Ha   : Partially, there is an influence between Service Quality on Employee Performance.

Based on the regression analysis results obtained the value of t_{count}s. It is known that the value of the $t_{table\ is}$ 1.99300 because the value of the t_{count} is more significant than the t_{table} (t_{count} 3.918 > t_{table} 1.99300), then Ho is rejected, and Ha is accepted. The value resulting from hypothesis testing for t- count work compensation is 3.918. This study proves an influence between service quality and employee performance.

b. Consumer Satisfaction Variable (X2)

Ho : partially, there is no influence between consumer satisfaction on employee performance

Ha : partially, Employee performance is affected by customer satisfaction.

Based on the regression analysis results obtained the value of t_{count}s. It is known that the value of the t_{table} is 1.99300 because the value of the t_{count} is more significant than the t_{table} (t_{count} 2.182 > t_{table} 1.99300), Ho is rejected, and Ha is accepted. The value resulting from hypothesis testing for t arithmetic work discipline is 2.182. This study proves that there is an influence between customer satisfaction on employee performance.

Parameter Significance Test Simultaneously (Test f)

This test is intended to determine whether the independent variables together (simultaneously) have a significant effect on the dependent variable, so the hypothesis is made:

Ho : There is no effect between Service Quality and Consumer Satisfaction together on employee performance

Ha : There is an influence between Service Quality and Consumer Satisfaction together on employee performance

To find out whether the variables of Service Quality (X1) and Consumer Satisfaction (X2) together (simultaneously) have a significant effect on employee performance (Y), then the f test is carried out by comparing the $_{calculated}$ f value with the f_{table}. The following are the testing criteria in the f test:

a. If f_{count} > f_{table}, then Ho is rejected, and Ha is accepted
b. If f_{count} < f_{table}, then Ho is accepted and Ha is rejected

Based on the analysis of the f test (simultaneous) with *SPSS version 26 software*, the following are the results of the calculations shown in table 1.3 as follows:

Table 1.3 Test Output f (Simultaneous)

ANOVA a					
Model	Sum of Squares	df	mean Square	f	Sig.
1 Regression	363.102	2	181.551	23.408	.000 b
Residual	558.418	72	7.756		
Total	921.520	74			
a. Dependent Variable: Employee Performance					
b. Predictors: (Constant), Customer Satisfaction, Service Quality					

With a confidence level of 5% or 0.05 degrees of freedom (df) NK = 75-3 = 72 known value of F_{table} at 3:12 of the calculation results obtained arithmetic value off 23,408, to determine the influence is there or not then do the comparison value $f_{calculated}$ = 23,408 > f_{table} 3.12. based on the test criteria above and the calculation results, it can conclude that Service Quality and Employee performance is affected by customer satisfaction.

CONCLUSION

Based on the results of research and discussion, it can be concluded that the effect of service quality and customer satisfaction on employee performance at PT. ASDP Indonesia Ferry (Persero) is as follows:

1. Quality of Service there is an influence on employee performance can be

proved by $_{the\ t}$ value. It is known that the value of the t $_{table\ is}$ 1.99300 because the value of the t $_{count}$ is more significant than the t $_{table}$ (t $_{count}$ 3.918 > t $_{table}$ 1.99300), then Ho is rejected, and Ha is accepted. The value resulting from hypothesis testing for t count service quality is 3.918. This study proves an influence between service quality and employee performance.

2. Consumer satisfaction there is an influence on employee performance can be seen from $_{the\ t}$ value. It is known that the value of the t $_{table\ is}$ 1.99300 because the value of the t $_{count}$ is more significant than the t $_{table}$ (t $_{count}$ 2.182 > t $_{table}$ 1.99300), Ho is rejected, and Ha is accepted. The value resulting from hypothesis testing for t- count consumer satisfaction is 2.182. This study proves that there is an influence between customer satisfaction on employee performance.

3. Together with the quality of service and the Employee performance is affected by customer satisfaction. With a confidence level of 5% or 0.05 of the calculation results obtained value of F $_{table}$ at 3:12 of the calculation results obtained $_{arithmetic}$ value off 23,408, to determine the influence is there or not then do the comparison value f $_{count}$ = 23,408
> f $_{table}$ 3.12. based on the test criteria above and the calculation results, it can conclude that Service Quality and Employee performance is affected by customer satisfaction.

REFERENCE

Fatoni. (2006), *Media Nation's work discipline. Malang: Prenhallindo*

Sedarmayanti. (2015), human resources and labour productivity pr. Bandung : Forward Mandar

Salito, Sarwono. (2015), *Human resources are the key to organizational success* (Jakarta: Management Institute, University of Indonesia)

Sofyandi, Herman. (2017), *Human resource management.* Yogyakarta : Graha Ilmu

Rivai, Veithzal. (2016),   *Human resource management for companies.* Bandung : PT. Youth Rosda Karya

Rizkie, Widokarti, Joko., and Juni, Prinsa, Donni. (2019), *Consumer, Marketing and Contemporary Communication.* East Java: CV. Happy Library

Wahyudi, Bambang. *(2015) , Human resource management .* Bandung : Difficult

Omar, Hussein. (2013), *Research Methods For Thesis and Thesis.* Jakarta: PT. Raja Agung Persada

Pasolong, Harbani. (2013), *Public Administration Research Methods.* Bandung: Alphabeta

Sunarti Apriyanti Aliyyah Dwi, (2017), The effect of service quality on customer satisfaction at *The Little A Coffee Shop* Siduarjo. Journal of Business Administration Vol. 51 No. 2 Pg.2

Jum'yah and Syarfan Ode La, (2018), Factors that influence consumer satisfaction in choosing to shop for online fashion shops. Journal of Currency Vol 4 No. 1. page. 62

Fikri Sirhan, Wiyani Wahyu and Suwandaru Agung, (2016), Effect of Service Quality on Student Satisfaction and Loyalty. Journal of Business and Management Vol. 3 No. 1 pp. 122

Sabariah, (2015), The effect of service quality on household consumer satisfaction at Pt. PLN (Persero) e-journal of State Administration, Vol 3 No. 4 HL. 1214

Lubis Syahri Alfi and Andayani Rahma Nur (2017), The Effect of Promotion Programs on Pt. Sucofindo, Batam State Polytechnic/ Journal of Business Administration

Panjaitan Efendi Januar and Yuliyanti Lili Ai (2016), The influence of service quality on customer satisfaction JNE Bandung Branch, Telkom University/ Derema Journal of Management

Mukayan Imam (2018), The effect of recruitment on employee performance (case of the Resti Menara hotel, Pekanbaru) for the period 2014-2016 Department of Business Administration, Faculty of Social and Political Sciences, Riau University, Economic Education Bkk Fkip Accounting, Riau University

Potele Ronaldo Billy, (2018), Effect of recruitment and selection processes on employee performance at Pt. Bank satulgo. Faculty of Economics and Business Management Department, University of Sam Ratulangi Manado, Lecturer of agri-business study program, Faculty of Agriculture, Gunung Jati Swadaya University