Research Paper

Effect of Employee Competence, Employee Discipline, and Service Quality on Customer Satisfaction in Public Services Mall (MPP) Bekasi

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ABSTRACT
The success of a government agency is the satisfaction of the community with the services provided by the agency, employee competence, employee discipline, and service quality is an important aspect that must be considered so that government agencies can be considered successful in serving the community. The purpose of this study was to determine the direct effect of employee competence, employee discipline, and service quality on customer satisfaction.
This study uses a quantitative approach, the sample in this study was 100 respondents. The sampling method is by accidental sampling, data is collected by questionnaires, interviews, and documentation. Analysis of the data in this study using multiple linear regression with a measuring instrument for data processing Statistical Package for the Social Sciences (SPSS).
KEYWORD: employee competence, employee discipline, service quality, customer satisfaction

I. INTRODUCTION

Regional autonomy policy in Indonesia raises great expectations for the community, especially in terms of improving public services. With the growing demands of society with an increasingly critical role, they want a bureaucracy in professional government organizations, especially in the implementation of quality public services. The essence of decentralization is the autonomy of a society within a certain area. In regional autonomy, service management becomes the authority of the local government so that it will close the distance between service providers and those being served. The government is considered to better understand the wishes of the population so that decision making in the provision of services is more responsive to community demands.

The Bekasi City Government is one of the local governments that makes improvements in the public service sector, one of which is the Public Service Mall (MPP). The existence of this MPP has made it easier for the people of Bekasi to take care of various documents, permits, and other services provided by the Bekasi City government.

In the Autoda era, it is very necessary to increase human resources, especially government employees. The implementation of autoda requires an increase in the competence of government employees, both from central government employees and employees at the smallest regional level (kelurahan). Changes in human resources, in the end, is expected to affect the performance of the apparatus, and consumer satisfaction so that the good name (*corporate image*) of the government in this case the city government also increases. If this goes according to expectations, it will create consumer satisfaction (people who enjoy public services.

Competence can be defined as the basic characteristics of an individual (a person) related to effective or superior performance in a certain position or situation (Michael Hill, Peter Hupe, 2002). These basic characteristics are in the form of individual attributes such as knowledge, experience, skills, expertise, attitudes, self-concept, motives, or traits needed to be able to carry out work optimally according to job demands.In

addition to employee competence, employee work discipline is one of the one demand from consumers of service users. Employees are required to comply with existing regulations to achieve predetermined goals. According to Schultz in (Helmi, Bulletin of Psychology, December 1996) there are several factors that determine a qualified workforce, namely the level of intelligence, talent, personality traits, level of education, physical quality, spirit work and work discipline.

Good service quality will basically have a positive impact on the satisfaction felt by customers, because the better the quality of existing services, the more satisfying customers will be. This is in line with the opinion of (Lovelock, 2010) which says that the low quality of service puts the company at a competitive disadvantage, potentially driving away dissatisfied customers. In addition, customer satisfaction is a very important factor because the level of customer satisfaction affects customer loyalty. (Veithzal Rivai Zainal, 2018) said customer satisfaction will increase business and create customer loyalty.

II.   RESEARCH METHOD RESEARCH

Design and Design

This study uses a quantitative approach, namely research that emphasizes analysis on numerical data (numbers) that are processed by statistical methods. Basically, the quantitative approach is carried out in inferential research (in the context of testing the hypothesis) and relies on the conclusion of the results on a null probability of rejecting the hypothesis. With quantitative methods will be obtained the significance of group differences or the significance of the relationship between the variables studied.

Population and Sample

Population is defined as the overall symptom/unit to be studied. (Prasetyo and Jannah, 2008) The number of population in this study were community members who were taking care of their interests at the Bekasi Public Service Mall (MPP), the researchers chose 100 people at random.

The sampling technique used was *accidental sampling*. According to Sugiono (2009:85), *accidental samplingsampling* is atechnique based on coincidence, namely consumers who coincidentally/incidentally meet with researchers can be used as samples, if it is seen that the person who happened to be met is suitable as a data source. (Sugiyono, Quantitative, Qualitative and R&D Approach Educational Research Methods, 2009)

Analysis Method The

method used in this research is a descriptive survey method with correlation and regression techniques which aims not only to describe and explain empirical facts found in the field but also to analyze the effect of the independent variables on the dependent variable.

1.   Descriptive Statistical Test Descriptive

statistical analysis is a statistic used in analyzing data by describing or describing the data that has been collected. According to Ghozali (2009) this analysis aims to provide an overview or describe the data in the variables seen from the average (mean), minimum, maximum and standard deviation values.

2.   Validity Test Validity

shows the accuracy and accuracy of the measuring instrument in carrying out its measuring function. This test is useful for testing items in the form of questions in the questionnaire so that the validity of these questions can be known.

3.   Reliability Test Reliability

is an index that shows the extent to which the results of a measurement can be trusted (Ghozali, 2005). The measurement results can be trusted or reliable only if in several times the measurement implementation of the same group of subjects obtains relatively the same results, as long as the aspects measured in the subject have not changed. (Ghozali, 2005)

4.   Normality

Test Data normality test aims to test whether the data from each research variable is normally distributed or not. To identify data that is normally distributed is to look at the value of 2-tailed significance, that is, if each variable has a value greater than 0.05, it can be concluded that the research variables are normally distributed.

5.   Heteroscedasticity

Test The heteroscedasticity test aims to see whether in the regression model there is an inequality of variance from the residuals of one observation to another observation (Ghozali, 2011). If the residual variance from one observation to another observation remains, it is called homoscedasticity and if it is different it is called heteroscedasticity.

6.   Multicollinearity

Test The multicollinearity test aims to test whether in the regression model there is a correlation between the independent variables (Ghozali, 2011). A good regression model should not have a correlation between the independent variables.

7.   Multiple Linear Test Multiple

linear regression analysis is used when the researcher predicts the condition (up and down) of the dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (increase in value). So multiple linear analysis will be used if the number of independent variables is at least 2. (Sugiyono 2017:275)

8.   AutocorrelationThe autocorrelation

Testtest aims to test whether in the multiple linear regression model there is a correlation between the confounding error of period t and the confounding error of period t-1 (previous) . A good regression model is a regression that is free from autocorrelation.

9.   Test The coefficient of determination (R2)

The coefficient of determination ($R^{2)}$basically calculating how far the ability of models in revealing variation of the dependent variable. The value of the coefficient of determination is between zero to one.

10.   T-test (Partial)

According to Ghozali (2018), the t-test statistic basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. The null hypothesis (H0) to be tested is whether a parameter (b1) is equal to zero, or

H0 :b1= 0.

This means that all independent variables are not significant explanatory variables for the dependent variable.

H1 : b1 0

This means that the variable is a significant explanatory to the dependent variable.

11.   F test (simultaneous)

The F statistic test basically shows whether all independent or independent variables that are included in the model have a joint effect on the dependent or dependent variable.

(Rahmawati, Fajarwati, & Fauziyah, 2016) The

criteria for determining the f test with a significance value of 5%, if the significance level of F < = 0.05, then the model is declared fit.

III.   RESULTS

Data Respondents

Gender Respondents

Information	Number of Respondents	Percentage (%)
Male	63	63%
Female	37	37%
Total	100	100%

Age of Respondents

Information	Number of Respondents	Percentage (%)
20-30	46	46%
30-40	23	23%
40 -50	20	20%
50-60	11	11%
Total	100	100%

Education Level of RespondentsHigh School

Information	Number of Respondents	Percentage (%)
Junior	1	1%
Equivalent	49	49%
Diploma	10	10%
Bachelor	40	40%
Total	100	100%

Descriptive Statistical

Test Test Results Descriptive statistics

Descriptive statistics

	N	Minimum	Maximum	Mean	Std.Deviation
Employee Competency	100	.14	.25	20.24	2,610
Employee Discipline	100	.22	.35	29.63	3,852
Service Quality	55.71	.39	.65	100	7,165
Customer Satisfaction	100	.21	.35	29.53	4,193
Valid N (listwise)	100				

Sport Data SPSS 21, 2021

By the table above, from 100 sample data on customer satisfaction (Y), the minimum value is 0.021, the maximum value is 0.035, from this result it is known that the mean value is greater than the standard deviation value of one sample, the mean value is 29.53, and the standard deviation value is 4.193. which means that the mean value of Customer Satisfaction is greater than the standard value so that the deviation of the data that occurs is low then the distribution of the values is evenly distributed.

Employee competence from 100 samples is known that the minimum value is 0.014, the maximum value is 0.025, the mean value is 20.24, and the standard deviation value is 2.610, meaning that the mean value of employee competence is greater than the standard value so that the deviation of the data that occurs is low, the distribution of the values is even

Employee Discipline from 100 samples, it is known that the minimum value is 0.039, the maximum value is 0.035, the mean value for employee discipline is 29.63, and the standard deviation value is 3.852, meaning the mean value for employee discipline is smaller than the standard deviation value so that the deviation of the data that occurs is low. evenly distributed values.

Quality of Service from 100 samples, it is known that the minimum value is 0.039, the maximum value is 0.065, the mean value of employee discipline is 55.71, and the standard deviation value is 7.165, which means that the mean value of Service Satisfaction is smaller than the standard deviation value so that the deviation of the data that occurs is low. evenly distributed values.

Validity Test

In the instrument test, questionnaires were distributed to Mall visitors in the Bekasi area, by providing 32 statement items. For the r-table with the number of samples (N) = 100, with an error rate of 5% or 0.05. We compare the results of r calculations with r tables where df = N-2 is 100-2 = 98. The results obtained for r tables are 0.1654. It can be seen in the following table:

Validity Test Results of Each Variable

No	Item	r-count	r-table	Description of
Employee Competence (X1)				
1.	X1.1	0.684		*Valid*
2.	X1.2	0.710		*Valid*
3.	X1.3	0.482	0.1654	*Valid*
4.	X1 .4	0.663		*Valid*
5.	x1.5	0.623		*Valid*
Employee Discipline (X2)				
1.	X2.1	0,782		*Valid*
2.	X2.2	0.721		*Invalid*
3.	X2.3	0.659		*Valid*
4.	X2.4	0.819	0.1654	*Valid*
5.	X2.5	0.725		*Valid*
6.	X2.6	0.836		*Valid*
7.	X2.7	0.746		*Valid*
Service Quality (X3)				
1.	X3.1	0.709		*Valid*
2.	X3.2	0.646		*Valid*
3.	X3.3	0.742		*Valid*
4.	X3.4	0.689		*Valid*
5.	X3.5	0.686		*Valid*
6.	X3.6	0.629		*Valid*
7.	X3.7	0.831	0.1654	*Invalid*
8.	X3.8	0,765		*Valid*
9.	X3.9	0,751		*Valid*
10.	X3.10	0.812		*Valid*
11.	X3.11	0.850		*Valid*
12 .	X3.12	0.785		*Valid*
13.	X3.13	0.802		*Invalid*
Customer Satisfaction (Y)				
1.	Y1.1	0.874		*Invalid*
2.	Y1.2	0.862		*Valid*
3.	Y1.3	0.873		*Valid*
4.	Y1.4	0.820	0.1654	*Valid*
5.	Y1.5	0.867		*Valid*
6.	Y1.6	0.807		*Valid*
7.	Y1.7	0.733		*Valid*

SPSS Data Olah 21, 2021

Based on the above table it can be seen that the r-count on all the variables are processed and tested be r-value is greater than r-table, so it can be concluded that all questions can be declared valid, because the result of r arithmetic average exceeds the value of r table.

Results Test Reliability

Test Results Reliability Each Variable

Reliability Statistics			
Variable	**Cronbach's Alpha**	**N of Items**	**Description**
of Competence Employees (X1)	0615	5	Reliable
Employee Discipline (X2)	0874	7	Reliable
Quality of Service (X3)	0931	13	Reliable
Customer Satisfaction (Y)	0.926	7	Reliable

Sports SPSS 21, 2021 data

From the reliability test results X1, X2, X3, and Y, the value of the variable results produces a value > 0.06 *alpha cronbach* and it can be concluded that all instruments in the variables X1, X2, X3, and Y, this study produces high reliability . The distributed questionnaires have a good level of reliability, or in other words, the data from the distributed questionnaires can be trusted.

Normality Test Results Normality Test

Results Each Variable

One-Sample Kolmogorov-SmirnovTest

		Employee CompetenceEmployee	Discipline	Quality Service	Customer Satisfaction
N		100	100	100	100
Normal Parameters[a,b]	Mean	20.24	29.63	55.71	29.53
	Std. Deviation	2,610	3,852	7,165	4,193
	Absolute	.113	.134	.130	.116
Most Extreme Differences	Positive	.097	.134	.107	.112
	Negative	-.113	-.129	-.130	-.116
Kolmogorov-Smirnov Z		1,134	1,339	1,300	1,160
Asymp. Sig. (2-tailed)		.153	.055	.068	.135

a. Test distribution is Normal.
b. Calculated from data.

SPSS 21, 2021 Data Processing

From the table above it can be seen that all variables provide a significance value greater than the research test level, so it can be concluded that the data tested is normally distributed so that it meets the requirements for statistical inference analysis, meaning that the distribution of the questionnaire based on the assessment can be seen and known. that customers will visit the Bekasi Public Service Mall (MPP) in the not too distant future.

Multicollinearity Test Results Multicollinearity Test

Results for Each Variable

Coefficients[a]

| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.926	2,069		-.447	.656		
	Employee Competency	.185.011 .589	.115		2,584		.297	1,698
	Employee Discipline	.103.133 .339		.143	1,514		.155	2,947
	Service Quality	.356.	050	.609	7.110	.000	.411	2,431

a. Dependent Variable: Customer Satisfaction

SPSS 21, 2021 Data Processing

Based on the results of the table above, it can be seen that the multicollinearity test value of each independent variable has avalue *VIF* above 0.10 which consists of Employee Competence X1 worth 1,698, Employee

Discipline X2 worth 2,947, and Service Quality X3 is worth 2.431, which means that multiple linear regression analysis does not have a correlation problem between the independent variables.

Heteroscedasticity Test ResultsHeteroscedasticity Test
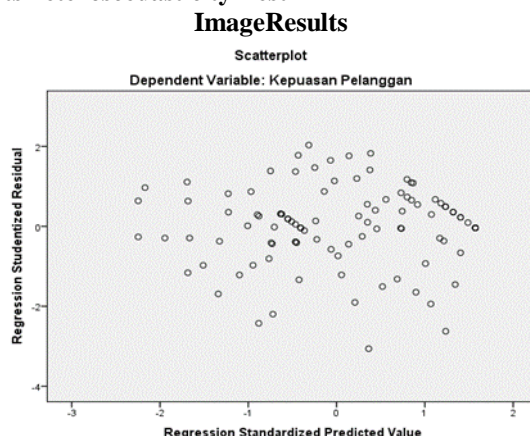
ImageResults

SPSS 21, 2021

Based on Figure 4.1 above, the results of the Heteroscedasticity analysis or scatterplot can be seen that the points in the image spread randomly, and are spread above and below the number 0 on the Y axis, this is it can be concluded that there is no heteroscedasticity which is in accordance with the characteristics of the non-occurrence of heteroscedasticity in the data points above, explaining that the distribution of the questionnaire can be spread evenly and there is no one part that occurs in the collection until the formation of patterns that are not allowed in this heteroscedasticity test. .

Multiple Linear Test Results Multiple Linear Test

Results Each Variable

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.926	2,069		-.447	.656
	Employee Competency	.185.011	.115		2,584	.297
	Employee Discipline	.103.133		.143	1,514	.155
	Service Quality	.050 .609.000			7,110	.356

a. Dependent Variable: Customer Satisfaction

SPSS 21, 2021 Data Processing

From the table above, it can be seen that the three variables indicate that the quality of service provided to customers greatly affects the positive and highest value on the independent variables studied, therefore improving service quality should be prioritized again for create visitors to come to the Mall where they feel safe and comfortable.

Autocorrelation Test Results Autocorrelation Test

Results Using Run Test

Runs Test	
	Unstandardized Residual
Test Value[a]	.21985
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	46
Z	-1.005
Asymp. Sig. (2-tailed)	.315
a. Median	

Data Processing SPSS 21, 2021

Based on the table above, the Run Test value is 0.315 with a standard value of 0.05 and the results obtained are that the run test value is greater than the Asymp standard value. Sig (2-Tailed) is 0.05 and it can be concluded that this research does not occur autocorrelation.

Test Results The coefficient of determination (R2)

Test Results The coefficient of determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square
1	.843[A]	.702	.711

a. Predictors: (Constant), Service Quality, Employee Competence, Employee Discipline
b. Dependent Variable: Customer Satisfaction
SPSS 21, 2021

Based on the above results, the value in the R square column has a significant value between the independent variable and the dependent variable of 0.711, this shows that Employee Competence, Employee Discipline and Service Quality are 71.1% of Customer Satisfaction , while the remaining 28.9% is influenced by other variables not included in the study.

T-Test Results (Partial)

T-Test Results (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.926	2,069		-.447	.656
	Employee Competency	.185.011	.115		2,584	.297
	Employee Discipline	.103.133		.143	1,514	.155
	Service Quality	.050 .609.000			7,110	.356

a. Dependent Variable: Customer Satisfaction
SPSS 21, 2021 Data Processing

From the data above, it can be seen that the employee competency variable obtained a t-count value of 2.584, with a t-table value of 1.66023 which means that the t-count value is greater than t-table so that it can be concluded that the variable Free Employee Competence partially affects customer satisfaction, the employee discipline variable obtained a t-count value of 1.514, with a t-table value of 1.66023 which means that the t-count value is smaller than t table so that it can be concluded that the independent variable Employee Discipline partially has no effect on Customer Satisfaction, then the service quality variable obtained a t-count value of 7.110, with a t-table value of 1.66023 which means the t-count value is greater than t table so that it can be concluded that the independent variable Service Quality partially affects customer satisfaction.

F test results (simultaneous)

F test results (simultaneous)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1237,148	3	412,383	78,586	000[b]
	Residual	503,762	96	5,248		
	Total	1740,910	99			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Service Quality, Employee Competence, Employee Discipline
SPSS 21, 2021

Based on the results of the F (simultaneous) test for variables *X1, X2, X3,* obtained F count = 78,586 and F table df1 = 3-1 = 2 while df2 = n − k = 100 − 4 = 96 and with = 5% then F table is 3.09. F count 78,586 > F table 3.09, it can be concluded that all independent variables have a significant effect.

IV.   DISCUSSION

Based on the test results of the first hypothesis, it shows that there is a positive and significant influence between employee competence on customer satisfaction. From the answers to the questionnaires filled out by respondents, visitors to the Bekasi Public Service Mall (MPP) feel that competence is a measure because it will support whether or not it is easy to manage the needs of visitors, in addition to being friendly and always smiling, MPP Bekasi employees have competence in their respective fields of work. - respectively. With these competencies, it can speed up service to visitors so that visitors do not have to wait or queue for too long.

Based on the test results of the second hypothesis, it shows that there is a negative and significant influence between employee discipline on customer satisfaction. From the answers to the questionnaires filled in by the respondents, it shows that there is no influence of work discipline on customer satisfaction, this can be seen from the results of the t test. Where t_{count} variable of employee discipline is smaller than t_{table}. Of course, visitors to the Bekasi Public Service Mall (MPP) also want to see what is given through employee discipline, but the reality is different. This is because when the researcher gave the questionnaire the respondents gave their responses only by groping about how disciplined the employees were in the MPP Bekasi office.

Based on the test results of the third hypothesis showed a positive and significant effect of service quality on customer satisfaction. From the answers to the questionnaire that was filled out by the respondents, visitors to the Bekasi Public Service Mall (MPP) were very satisfied with the quality of the services provided, starting from an adequate waiting room with fairly cool air conditioning to the provision of a special room for people with disabilities and also a special room for lactation. and many other facilities provided at MPP Bekasi.

V.   CONCLUSION

employee competence variables proved significant effect on customer satisfaction, can be seen from the results of hypothesis testing and test results were obtained, namely t_t is greater than t_{table}.This means that if employee competence increases, it will increase customer satisfaction, otherwise if employee competence decreases, customer satisfaction will also decrease. So that the assumptions on the first hypothesis proposed are the same as the results of the study, and it can be said that hypothesis 1 (one) is accepted.

Employee discipline proved to have no effect on the customer satisfaction variable, as seen from the results of hypothesis testing and t-test, which is equal to t_{count} is smaller than t_{table}. In reality in the field respondents do not pay much attention to the discipline of employees at MPP, respondents feel that the best service is more needed there. So that the assumptions on the second hypothesis proposed are different from the results of the study, and it can be said that hypothesis 2 (two) is rejected.

Service quality in this study has a significant effect on customer satisfaction variables, it can be seen from the results of hypothesis testing and t-test, where t_{count} is greater than t_{table}. This means that the better the quality of service provided, the higher the satisfaction level of visitors to the Bekasi Public Service Mall (MPP) and vice versa. So that the assumptions on the third hypothesis proposed are the same as the results of the study, and it can be said that hypothesis 3 (three) is accepted.

Judging from the results of hypothesis testing and t-test, which has a very important role to satisfy visitors to the Bekasi Public Service Mall (MPP) is service quality, followed by employee competence, then work discipline.

Based on the results of these studies, it is hoped that in community service, the role of employees will certainly greatly support the achievement of the agency in fulfilling its responsibilities, every employee needs to understand the role in carrying out their responsibilities, of course, this is certain, but it is important for related agencies or outside of this research to consider that every employees who directly deal with customers have competencies related to the field and how to work so that they provide a better view of the overall performance of the agency.

It is also hoped that the quality of service will be considered important, whether it is service quality or other quality, sometimes customer perceptions differ in dealing with the services provided by the agency, but it is also important for agencies to continue to penetrate these responses by sharing forms that are much more informative. effectiveness for customers. The process of work discipline is important for every agency or company in carrying out its organizational wheels, but at least this work discipline is one of the activities that must be a concern in managing every job.

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