

The Influence of Quantity and Quality of Human Resources on the Satisfaction of Service Users with Service Quality as an Intervening Variable in Ketawanggede Subdistrict, Malang



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ABSTRACT: This research aims to determine the influence of the quantity and quality of human resources on the quality of service in ketawanggede village, Malang city, as well as to describe and analyze the influence of the quantity of human resources and quantity of human resources through service quality on community satisfaction in ketawanggede village, Malang city.

the quantitative method using path analysis showed that the results of partial regression testing showed that the variables quantity of human resources and quality of human resources had a significant effect on service quality, which could be proven statistically. the calculation results show that the direct influence of the quantity of human resources on community satisfaction is 0.271 and the indirect influence of the quantity of human resources on community satisfaction is 0.381, so this means that the indirect influence is greater than the direct influence, so it can be concluded that indirectly the quantity human resources through service quality have a significant effect on community satisfaction in ketawanggede village, Malang city so that hypothesis iii can be tested statistically.

the results show that the quality of human resources on community satisfaction is 0.162 and the indirect influence of the quality of human resources on community satisfaction is 0.096, meaning that the indirect influence is smaller than the direct influence, so it can be concluded that indirectly the quality of human resources through service quality does not have a significant effect on community satisfaction in ketawanggede village, Malang city.

KEYWORDS: quality of human resources, quantity of human resources, quality of service, and service user satisfaction

I. INTRODUCTION

The basic principle of the state is to provide public services (Michael et al., 2016). The state not only functions to fulfill its own interests, but is responsible for providing services to society. The state is obliged to provide conditions that enable every community to exploit its talents and imagination (Ditmore & Miller, 2021). Therefore, the bureaucracy or public officials must provide quality services to meet the needs of the people in state life through institutions formed in accordance with their duties. The state strives to improve the welfare of the people, which is its responsibility.

One measure of the success of state administrators is the quality of service to the community (Khan, 2022). Government agencies that provide public services also change and shape their service systems to answer society's most important demands and challenges, especially those related to the implementation of good management, where accountability is one of the management principles. Responsible, transparent/open public services for the public are a must. The government issued Law Number 23 of 2014 to replace Law Number 32 of 2004 which contains regulations that help improve the quality of public services to the community.

Referring to Ministerial Decree Number KEP/25/M.PAN/2/2004, it is stated that "State administrators' public services still have many shortcomings so they cannot meet the quality desired by the public." The large number of complaints/complaints from the public and entrepreneurs, and other means of complaint show that service methods and procedures are confusing, not open, uninformative, inappropriate, inconsistent, limited service infrastructure and facilities, which do not provide legal certainty, costs, time and There are still many practices of extortion, acts that show deviation and KKN. "Considering that the government's main task is service, the government must strive to continue to improve the quality of its services" (KEPMENPAN No. 63 Tahun 2003).

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Public organizations have different characteristics than commercial organizations, but it is not impossible if they follow the principles held by commercial organizations, namely: efficiency, effectiveness and the community is designated as a stakeholder that must be served as well as possible. (Osman et al., 2020). The focus of the dynamics of improving service quality is the satisfaction of the community who act as stakeholders, so that issues related to the community must be understood (Boenigk et al., 2020). In this case, society is all residents who demand certain quality standards from public organizations and therefore can influence public organizations. A dynamically developing state of society. The better the people's standard of living, the more aware the people are of their rights and obligations as citizens, the government is required to listen to the aspirations of the people. The current facts show that the situation is unpleasant, this is related to the lack of satisfaction of the community, namely not meeting the expectations of the community regarding the weaknesses of the services provided so far which can be detrimental to the community. (Lindsay, 2017).

The success of public services can be seen from how satisfied the public is with the service in question. Satisfaction gets dominant attention is an important factor of service (van Anders et al., 2017). Therefore, public service providers must truly understand what the community needs. The management of public service providers must understand whether the quality of their services meets the desires and aspirations of the community or vice versa. So achieving good service quality will have an impact, namely harmonizing relations between government and society, creating a good foundation for the government to increase trust in the delivery of public services.

(Scott & Scott, 2020) said the quality of public service refers to the difference between what happens and what customers or the public want from the service they receive. Thus, service quality has two main elements, namely the service received (service experience) and the expected service.

In a government agency, in order to expedite the services provided, it is necessary to have qualified personnel in their field (Sukarni Novita Sari, 2021). This is because the function of human resource management consists of planning, organizing, directing and supervising state institutions which have an important role in carrying out the interests of society. Currently, the central and regional governments must change the service paradigm to be community-oriented, so that a focus on optimizing community services can be carried out.

The implementation of development programs and public services (Public Services) has its own roles and responsibilities, starting from the provincial government, district government, regional level, sub-district/village level to the smallest village/sub-district institution (RT./RW) which has direct contact with the community. . One of the government structures in Indonesia is the sub-district which is part of the administrative area under the sub-district. The sub-district leadership is held by the Lurah who has the status of a State Civil Apparatus (ASN). The sub-district is a government organization that has the most direct and close relationship with the community, becoming a forum for residents to get aspirations and demands from the authorities to be followed up, so the sub-district can act as a bridge and provide socialization of government programs to the community to get support. Sub-district government is the smallest administrative unit that is expected to be able to form a strong government and be able to provide services to improve people's welfare. Village empowerment can be implemented with programs that improve the quality or skills of village officials because they are directly related to the community. It is hoped that government officials, especially in sub-districts, can provide quality services to the community. The sub-district is the leading public service center which is expected to provide excellent service to residents who are interested in all matters of population management, because residents need recognition of government administration to ensure peace in life and society, because everything has the force of law.

From this it can be seen that sub-districts have very important duties and roles in supporting community empowerment. The central role of the sub-district government structure in state development and the direct implementation of every policy by the government structure above, the role of the neighborhood head, who is an integral part of the sub-district administrative structure, becomes important and practical in all matters that fall under the authority of the sub-district government (Sukrisna et al., 2018).

The Malang City Government has now made improvements towards Good Government by increasing the capacity of human resource quality at both the top level and the sub-district level. (Guiso et al., 2011; Muhammad Fadil, 2019). This is marked by the many awards that have been won by the Malang City Government throughout 2022.

As the spearhead of successful development, Malang City has 57 sub-districts that are ready to serve the community, one of these sub-districts, namely Ketawanggede sub-district in Lowokwaru District, has a current area of 82 Ha with regional boundaries: with Dinoyo Sub-district to the north, Penanggungan Sub-district next door. South, Summersari Village to the West and Penanggungan Village to the East. Ketawanggede Subdistrict has 5 RWs (Rukun Warga), 32 RTs (Rukun Tetangga) with 8 Community Institutions with a population of 5,404 people consisting of 2,680 men and 2,724 women with a total of 2,177

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families trying to provide the best service for the community. In providing excellent service to the community, Ketawanggede Village always synergizes with institutions such as LPMK, BKM, KIM, Siaga Village, Karang Taruna, Karang Werdha, PKK, Satlinmas, Babinsa and BhabinKamtibmas to work together to develop the Ketawanggede area.

Based on the background of the problems mentioned above, the author is interested in conducting research with the title "The Influence of Quantity and Quality of HUMAN RESOURCES on the Satisfaction of Community Service Users with Service Quality as an Intervening Variable in Ketawanggede Village, Malang

II. METHOD

This research design is a strategy to organize the research setting so that the research obtains valid data according to the characteristics of the variables and research objectives. Judging from its objectives, this research is quantitative descriptive research because it aims to obtain an overview and answers to research questions in accordance with the problem formulation used.

The location of this research is Ketawanggede Malang Village for the reason that in Ketawanggede Malang Village research has never been conducted on the quantity and quality of human resources on the Satisfaction of Community Users of Services with Intervening Variable Service Quality. The quality and quantity of human resources is very necessary to know how much the level of service quality and community satisfaction, the strengths and weaknesses of employees, will be known and improved with an orientation towards increasing community satisfaction. Ketawanggede Subdistrict, Malang, is the spearhead of the government which is at the bottom and closest to the people, so that the satisfaction of the community using services and the quality of services is something that must be prioritized.

There are 4 data analysis techniques in this research which are explained, namely descriptive statistical analysis which is a method of data processing carried out by systematically compiling research data so as to obtain a simple picture of the variables studied and draw general conclusions. (Qodri & Tri Wahyudi, 2021). Apart from that, the structural equation model (Structural Equation Modeling) is better known by the abbreviation (SEM). The structural equation model is a combination of factor analysis, regression and path analysis. In the structural equation model, tests can be carried out to determine the value of the direct, indirect and total influence between exogenous and endogenous variables.

This research uses two exogenous variables, one intervening variable and one endogenous variable. The relationship between variables and indicators is formative, so factor analysis uses bivariate correlation techniques (validity test) and Chronbach's Alpha formula (reliability test).

III. RESULTS AND DISCUSSION

Ketawanggede Village is a village located in Lowokwaru District, Malang City. The area of Ketawanggede Village according to data in Lowokwaru District in 2022 is 0.83 square kilometers. Meanwhile, the distance from the sub-district to the sub-district capital is 2.00 kilometers (2 km). The height of Ketawanggede Village above sea level is 452 meters (452 m). Administratively, Ketawanggede Subdistrict is located at Jalan Gajayana No. 17 B Malang. In the Ketawanggede Village there are 32 Neighborhood Units (RT) and 5 Resident Associations (RW).

In carrying out government duties in its area, Ketawanggede Village has work partners. Starting from the fields of education, public health, community economy, security and order, community participation, government, community institutions, to empowering family welfare. Apart from that, there are social organizations such as Karang Taruna, Karang Werdha, environmental cadres, PSM (Community Social Workers), KKB (Family Planning Cadres), BKB (Family Development for Toddlers), WKSMB (Community Based Social Welfare Forum), Community Leaders, Gerdu Taskin, PLKB, Dasawisma, PAUD (Early Childhood Education), Kindergarten, Modin, Linmas Task Force, and others.

The results of the research show that the variable Quantity of human resources has a significant effect on Service Quality. This shows that human resources are an important factor in an organization (International Labour, 2020; Mardiyansih et al., 2018). The success of an organization is greatly influenced by the quality and quantity of human resources which have an impact on performance achievement.

The above is also in line with research from (Argüeso et al., 2014; Ruspayandi et al., 2022; Shultz & Dam, 1977) which states that by planning better employee human resources development, the quantity and quality of employees will automatically improve. this will have a positive impact on company performance, and of course increase the satisfaction of service users. human resources are the basic capital of national development, therefore the quality of human resources must always be developed and directed in order to achieve the expected goals. talking about human resources can actually be seen from 2 aspects, namely the quality aspect and the quantity aspect. the quantity aspect includes the amount of human resources

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available to provide services, in this case the adequate number of services will have an impact on public satisfaction in using public services.

The results of the analysis show that the variable Quality of human resources has a significant effect on Service Quality, which can be proven statistically. This shows that basically the main goal of public services is community satisfaction. This satisfaction can be realized if the service provided is in accordance with the applicable minimum service standards or is better than the minimum service standards (Olawale & Garwe, 2010). Problems that are still often complained about by some of the relevant community are caused by the quality of human resources, including officers who are slow in providing services and there are some officers who are less friendly in serving the community. This is in line with (Wahyuningrum & Soesilowati, 2021) which states that "The quality of human resources can help to produce information". So in the service process, human resources play a very important role in improving service quality. Therefore, the quality of service will automatically increase, which means that the quality of HUMAN RESOURCES influences the quality of service. Furthermore (Muryani, 2018) states that by paying attention to the quality of service to the community, it will increase the measured community satisfaction.

The public's need for public services requires public officials who have adequate quality human resources. the quality of human resources is very important in an organization so it requires optimal management and utilization in order to achieve organizational goals. this is needed to create a balance between employee needs and organizational demands and capabilities. the success or failure of an organization depends on the quality of its human resources. human resources (human resources) are the main asset in an organization because they determine the success or failure of the organization in achieving its goals. one of the efforts made to obtain the desired human resources is through developing the quality of human resources which is based on calculating needs in accordance with job analysis and analysis of employee needs, in order to obtain employees who truly meet certain qualifications in accordance with organizational needs. (Putra et al., 2017).

IV. CONCLUSION

The research results show that from the distribution of questionnaires on quantity of human resources, quality of human resources, quality of service, and overall community satisfaction, the response or mean value was quite positive and tended towards the positive. The results of the Partial Regression Testing analysis show that the HUMAN RESOURCE Quantity variable has a calculated t value of 11,924 with a significance level of α of $0.000 < 0.05$, meaning H_0 is rejected (H_a is accepted). So it can be said that Hypothesis I which states that the human resource quantity variable has a significant effect on Service Quality can be proven statistically. The results of the Partial Regression Testing analysis of the Quality of HUMAN RESOURCES variable have a calculated t value of 6,586 with a significance level of α of $0.000 < 0.05$, meaning H_0 is rejected (H_a is accepted). So it can be said that Hypothesis II which states that the variable quality of human resources has a significant effect on Service Quality can be proven statistically. The calculation results show that the direct influence of the quantity of HUMAN RESOURCES on community satisfaction is 0.271 and the indirect influence of the quantity of HUMAN RESOURCES on community satisfaction is 0.381, so it can be concluded that indirectly the quantity of HUMAN RESOURCES through service quality has a significant effect on community satisfaction in Ketawanggede Village. Malang City so that Hypothesis III can be tested statistically. The calculation results show that the direct influence of the quality of human resources on community satisfaction is 0.162 and the indirect influence of the quality of HUMAN RESOURCES on community satisfaction is 0.096, so it can be concluded that indirectly the quality of human resources through service quality has no significant influence on community satisfaction in the sub-district. Ketawanggede Malang City so that Hypothesis IV is rejected or cannot be tested statistically

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