

THE INFLUENCE OF SERVICE QUALITY AND COMPETENCY ON EMPLOYEE WORK EFFECTIVENESS AT LAUNDRY IN PERCUT SEI TUAN DELI SERDANG DISTRICT

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Abstract

The objectives of this research are to determine the magnitude of the influence of service quality on employee work effectiveness at Laundry in Percut Sei Tuan District, Deli Serdang Regency, determine the magnitude of the influence of competency on employee work effectiveness at Laundry in Percut Sei Tuan District, Deli Serdang Regency, determine the magnitude of the influence of service quality and competence on the work effectiveness of employees at the Laundry in Percut Sei Tuan District, Deli Serdang Regency simultaneously. The number of samples used was 80 people from laundry in Percut Sei Tuan District, Deli Serdang Regency. The analytical method used was quantitative analysis with the help of the SPSS Version 23 program. Research results: Based on the results of hypothesis testing, service quality is proven to have no significant effect on employee work effectiveness. From the hypothesis test, it shows that there is a very small effect, namely 16.5% and the significance value obtained is greater than 0.05, which means the effect is not significant. This can be explained that the dimensions of service quality include: physical evidence, reliability, responsiveness and guarantees which are not able to reflect service quality in influencing employee work effectiveness. Based on the results of hypothesis testing, competence is proven to have a significant effect on employee work effectiveness, the magnitude of the influence of competence on employee work effectiveness is 73.2%, this effect is classified as high. Based on the results of hypothesis testing, service quality and competence together have been proven to have a significant effect on employee work effectiveness. The magnitude of the influence of service quality and competence together on employee work effectiveness is 76.4%, this effect is classified as high.



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1. INTRODUCTION

Work effectiveness is a very important and interesting part because effectiveness is closely related to the process of activities in order to achieve planned goals. An organization wants employees to work seriously according to their abilities to achieve good work results. Without

good work effectiveness from all employees, success in achieving goals will be difficult to achieve. Work effectiveness basically includes mental attitudes and behavior that always have the view that the work carried out now must be of higher quality than the work carried out in the past, so that the future will be of higher quality than now. An employee will feel proud and satisfied with the achievements achieved based on the effectiveness of the work he provides for the organization. Good work effectiveness is a desirable condition in the world of work. An employee will achieve good work performance if his work effectiveness is in accordance with standards, both quality and quantity.

Based on the findings in the field, the work effectiveness of Laundry employees in Percut Sei Tuan Subdistrict, Deli Serdang Regency is currently still very low, the results of the author's observations in the field, the reason why employee work effectiveness is still low is that the quality of service is still low and competence is not running as expected. Service is the responsibility of managers and employees for activities aimed at the interests of society. The public's sense of satisfaction in service will be fulfilled when what is provided by employees is in accordance with what they have expected so far, where in this service there are three main elements, namely relatively cheap costs, relatively fast time to work and the quality provided is relatively better.

One organization that provides services to the community is Laundry in Percut Sei Tuan District, Deli Serdang Regency. Laundry in Percut Sei Tuan District, Deli Serdang Regency is an independently managed community business that deals directly with the community and has the task of providing services to the community. Service delivery must be carried out in an efficient and effective manner, as stated by Ariani (2018: 180) quality service must provide services that are: tangibles, reliability, assurance, responsiveness, and empathy.

Thus, the effectiveness of the work of Laundry employees in Percut Sei Tuan District, Deli Serdang Regency will help in improving the quality of employee work to the maximum.

Another variable that influences the work of Laundry employees in Percut Sei Tuan District, Deli Serdang Regency is competence. Competency is the work ability of each individual which includes aspects of knowledge, skills and work attitudes that are in accordance with established standards.

Laundry in Percut Sei Tuan District, Deli Serdang Regency is an activity carrying out its duties and functions in accordance with those determined by the community as a self-managed business actor. The targets include: 1. Increased internal monitoring of employee performance, increased capability, 2. Increased accountability for employee performance and 3. Increased employee service quality. In carrying out these duties and functions, human resources are needed who have quality work abilities or what is called competence in accordance with what is required.

The results of temporary observations in the field show that Laundry employees in Percut Sei Tuan District, Deli Serdang Regency do not yet have overall competency, which has an impact on work effectiveness that does not run optimally. Based on this description, the author is interested in conducting research on service quality and competency on employee work effectiveness, with the title: "The Influence of Service Quality and Competency on Employee Work Effectiveness at Laundry in Percut Sei Tuan District, Deli Serdang Regency"

2. METHODS

The research method is an explanatory survey method using paths. Data collection will be carried out using the professional stratified random sampling method, meaning that the research is

carried out by collecting data from respondents randomly. Then the results of the research carried out will be tested in accordance with the hypothesis formulated in accordance with the aims and objectives of the research carried out. So that the data obtained can be used as a measure of the magnitude of the influence of each research variable carried out, where in this research we will test the quality of the independent variables X1 and What will be used is multiple linear regression analysis followed by path analysis.

3. RESULTS

Based on the results of research and discussion, the following results were obtained:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.950	4.751		2.305	.024
Service quality	.160	.103	.165	1.548	.126
Competence	.720	.105	.732	6.881	.000

a. Dependent Variable: Employee work effectiveness

Testing the effect of service quality on employee work effectiveness partially obtained a coefficient value of 0.165, which means that for every increase in the service quality variable by 1, employee work effectiveness increases by 16.5% with the assumption that other variables are considered constant.

The service quality variable has a calculated t value of 1.548 with a significant value of 0.126. Based on the significant t value, it shows that it is greater than the 0.05 significance level, so service quality does not have a significant effect on employee work effectiveness. So it can be concluded that service quality does not have a significant influence on employee work effectiveness or in other words Hypothesis 1 cannot be accepted.

Testing the effect of Competence on employee work effectiveness partially obtained a coefficient value of 0.732, which means that for every increase in the Competence variable by 1, employee work effectiveness will increase by 73.2% with the assumption that other variables are considered constant. The Competence variable has a statistical t value of 6.881 with a significant t value of 0.000. Based on the significant t value, it shows that this value is smaller than the 0.05 significance level, so that the Competence variable has a significant effect on the work effectiveness of Laundry employees in Percut Sei Tuan District, Deli Serdang Regency or in other words, Hypothesis 2 is accepted. With the conclusion that the influence of Competence on employee work effectiveness is 73.2%.

The coefficient of determination test aims to determine the proportion of contribution of all independent variables and the dependent variable. These results show that employee work effectiveness can be explained by the presence of service quality and competency variables as follows:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877 ^a	.770	.764	4.04675

a. Predictors: (Constant), Competence, Service quality

It can be seen that the adjusted R Square coefficient of determination shows a value of 0.764.

This indicates that service quality and competency simultaneously contribute to employee work effectiveness of 76.4%. Meanwhile, the remaining 23.6% is influenced by other variables.

4. CONCLUSION AND LIMITATION

The magnitude of the influence of service quality on employee work effectiveness at laundry in Percut Sei Tuan District, Deli Serdang Regency is 16.5%. From the hypothesis test, it shows that there is a very small or low influence and the significance value obtained is greater than 0.05, which means the influence is not significant. This can be explained by the fact that the dimensions of service quality, including: physical evidence, reliability, responsiveness and guarantee, are not able to optimally reflect service quality and have less contribution in influencing employee work effectiveness.

The magnitude of the influence of Competence on Employee work effectiveness Laundry in Percut Sei Tuan District, Deli Serdang Regency is 73.2%, the results of this hypothesis test are classified as high. This means that the Competence dimensions used to reflect Competence consist of: knowledge, skills, behavior and experience able to make a very high contribution in influencing employee work effectiveness at Laundry in Percut Sei Tuan District, Deli Serdang Regency.

The magnitude of the influence of service quality and Competence together on Employee work effectiveness is 76.4%, the magnitude of the influence of service quality and Competence together on Employee work effectiveness is in the high category, while the remaining 23.6% is influenced by other variables that are not examined in this research. This means that the service quality and competency dimensions used in this research are able to reflect that service quality and competency together are able to provide a high contribution in influencing employee work effectiveness at laundry in Percut Sei Tuan District, Deli Serdang Regency.

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