

The Influence Of Service Quality And Motivation On The Performance Of Balerejo Village Officials, Dempet District, Demak Regency

Y.R. Satato¹, Syamsul Hadi², Tegar Pratama³

¹⁻³ Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia , Semarang, Indonesia

Corresponding email: must.satatoe@gmail.com

Abstract. This research was conducted in Balerejo Village, Dempet District, Demak Regency, with the aim of this study is to find out (1) the influence of service quality on performance, (2) the influence of motivation on performance, (3) the influence of service quality and motivation on performance, and (4) which variables have the most effect on performance. The number of samples used as many as 60 people as village officers / devices, with data collection techniques through questionnaires and observations, while data processing and analysis techniques using validity, reliability, multiple linear regression analysis, determination coefficients and hypothesis tests. The results showed that (1) service quality variables have a significant effect on performance, (2) significant motivation variables on performance (3) service quality variables and motivation simultaneously have a significant effect on performance, and (4) service quality variables are the most significant variables affect performance performance.

Keywords Quality of Service; Motivation; Performance.

INTRODUCTION

Employee performance is influenced by factors such as transformational leadership style, work ethic, competence, discipline, work environment, organizational justice, and work motivation. Transformational leadership style, work ethic, and competence have a positive influence on employee performance (Rina Herawati et al., 2023). Discipline and work environment also have a significant impact on employee performance (Hikmah Perkasa et al., 2023). Organizational justice, competence, and work motivation positively affect employee performance (Andi Wardana et al., 2023). Human resource management strategies, including individual factors, psychology, and company values, can improve employee performance (Suwardana, 2023). Leadership and employee competence have a positive and significant influence on service quality in public service organizations (Lucky Sugiharti et al., 2023). Effective communication between leaders and employees is crucial for government development and high employee performance. Overall, employee performance is essential for the success of organizations and can be enhanced through various factors such as leadership, work ethic, competence, discipline, work environment, organizational justice, and work motivation.

The Balerejo Village Government in the Dempet sub-district of Demak district is a prime example of how high employee performance can lead to the success of the organization. The quality of service provided by employees is always needed and plays a significant role in serving the public. Poor service quality from village officials can lead to negative public perceptions and other issues that negatively impact the village government.

Received November 19, 2023; Revised Desember 01 , 2023; Accepted Desember 31, 2023

* Y.R. Satato , must.satatoe@gmail.com

To improve service quality, village officials need to establish Task Forces and ensure rapid response and prevention during outbreaks like COVID-19. Motivation also plays a vital role in the performance of village officials, with high levels of internal and external motivation improving the performance of village officials in serving the community. Lack of motivation among employees can lead to reduced enthusiasm, and discipline and motivation can be improved through self-motivation and the village head's motivation.

METHOD

Quantitative survey research is a method that involves asking structured or systematic questions to a large number of people and analyzing their responses. It is a quantitative research method that uses questionnaires to collect data from participants. This approach allows researchers to record, process, and analyze the responses obtained. The use of questionnaires in quantitative survey research provides a structured framework for gathering data and allows for efficient analysis of the collected information (Arifia & Nurdyansyah, 2022; Phuong Anh, 2023). The population in this research consists of the officials/workers of Balerejo village, totaling 60 individuals. In this study, all the members of the population are included as samples because the population size is less than 100. The sample used is equal to the population size, which is 60 individuals.

Validity testing is used to determine the effectiveness of an instrument in measuring what it claims to measure, while reliability testing assesses the consistency and stability of data over time. Data collection for these tests is typically done through questionnaires, which contain a series of statements related to the variables being measured. Validity and reliability are separate concepts, with validity focusing on the accuracy of the instrument and reliability focusing on the consistency of the data (Sijtsma & Pfadt, 2022). In order to establish validity, researchers must ensure that the instrument covers the attribute of interest well (Rajput, 2020). Reliability, on the other hand, is determined by the degree of consistency and stability in the results obtained from the instrument (Kumar et al., 2021). By conducting validity and reliability testing, researchers can ensure that their instruments are accurate and consistent in measuring the variables of interest. Data collection is carried out through a questionnaire, which contains a series of statements related to employe performance, quality of service and motivation. The measurement scale uses a Likert scale, with the following categories: Very Agree (VA), Agree (A), Uncertain (U), Disagree (D), and Strongly Disagree (SD).

RESULTS AND DISCUSSION

1. Result

Sample Responses to the Performance Variable

The average response of the sample (Village Officials) to the employee performance variable, which consists of 10 dimensions, is as follows: the highest percentage of responses is "Agree" at 51.33%, followed by "Very Agree" at 43.32%, and "Uncertain" at 5.35%. The mean value of these responses is 4.37.

Sample Responses to the Service Quality Variable

The average response of the sample (Village Officials) to the service quality variable, which consists of 12 dimensions, is as follows: the highest percentage of responses is "Agree" at 48.33%, followed by "Very Agree" at 46.65%, and "Uncertainty" at 5.02%. The mean value of these responses is 4.44.

Sample Responses to the Motivation Variable

The average response of the sample (Village Officials) to the motivation variable, which consists of 12 dimensions, is as follows: the highest percentage of responses is "Agree" at 47.76%, followed by "Very Agree" at 46.12%, and "Uncertainty" at 6.12%. The mean value of these responses is 4.39.

Results of Multiple Linear Regression Analysis

- a. The regression coefficient indicates that service quality has a positive beta value of 0.652. Therefore, the conclusion is that the better the service quality provided by village officials, the more it will influence the improvement of the performance of Balerejo Village Officials in Dempet District, Demak Regency.
- b. The regression coefficient indicates that motivation has a positive beta value of 0.246. Thus, the conclusion is that the higher the motivation of village officials in their work, the more it will influence the improvement of the performance of Balerejo Village Officials in Dempet District, Demak Regency.

The Coefficient of Determination

The coefficient of determination, obtained from the Adjusted R-Square value, is 0.725, which can be expressed as a percentage of 72.5%. Therefore, the conclusion is that the combined influence of the service quality and motivation variables on performance is 72.5%. This means that both variables have a significant impact on the improvement of Balerejo Village Officials' performance in Dempet District, Demak Regency.

2. Hypothesis Testing

Partial Test (T-Test)

- a. The first hypothesis is the influence of service quality on performance. From the data analysis results above, the obtained positive beta coefficient value is 0.652, with a significance value of 0.000, which is less than 0.05. This means that the service quality variable significantly affects

the performance of Balerejo Village Officials in Dempet District, Demak Regency.

- b. The second hypothesis is the influence of motivation on performance. From the data analysis results above, the obtained positive beta coefficient value is 0.246, with a significance value of 0.027, which is less than 0.05. This means that the motivation variable significantly affects the performance of Balerejo Village Officials in Dempet District, Demak Regency.

Simultaneous Test (F-Test)

The calculated F-value is 78.620, with 2-59, resulting in an F-critical value of 3.15, and the significance level is 0.000, which is less than 0.005. This indicates that the service quality variable (X1) and the motivation variable (X2) jointly contribute significantly to the improvement of performance (Y). Therefore, it can be concluded that both the service quality and motivation variables simultaneously have a significant impact on the performance of Balerejo Village Officials in Dempet District, Demak Regency.

Beta Coefficient Test (Most Influential Variable)

The highest beta value is obtained by the service quality variable, which is 0.652, and it is higher than the beta value of the motivation variable. Therefore, it can be concluded that the service quality variable has the most significant influence on the performance of Balerejo Village Officials in Dempet District, Demak Regency.

DISCUSSION

The Influence of Service Quality on Employee Performance

The positive beta coefficient obtained for the service quality variable is 0.652, with a significance value of 0.000, which is less than 0.05. This means that the service quality variable significantly affects the performance of Balerejo Village Officials in Dempet District, Demak Regency.

Furthermore, 94.98% of Balerejo Village Officials are satisfied with all the statements in the service quality variable. This indicates that the service quality provided by Balerejo Village Officials can be considered a benchmark, and it can be inferred that service quality significantly affects the performance of Balerejo Village Officials in Dempet District, Demak Regency.

The Influence of Motivation on Employee Performance

The positive beta coefficient obtained for the motivation variable is 0.246, with a significance value of 0.027, which is less than 0.05. This means that the motivation variable significantly affects the performance of Balerejo Village Officials in Dempet District, Demak Regency.

Additionally, 93.88% of Balerejo Village Officials are satisfied with all the statements in

the motivation variable. This indicates that the motivation provided by Balerejo Village Officials can be considered a benchmark, and it can be inferred that motivation significantly affects the performance of Balerejo Village Officials in Dempet District, Demak Regency.

The Influence of Service Quality and Motivation on Employee Performance

The calculated F value obtained was 78.620 from 2-59, which was 3.15, with a significance of $0.000 < 0.005$. This means that the variables of service quality (X1) and motivation (X2) are good equations for influencing performance improvement (Y). So it can be said that the variables of service quality and motivation simultaneously have a significant effect on the performance of Balerejo Village officials, Dempet District, Demak Regency.

The Most Influential Variable on Performance

The beta values for each variable are as follows: the beta value for the service quality variable is 0.652, and the beta value for the motivation variable is 0.246. This indicates that the independent variable with the highest beta value is the service quality variable, which is 0.652, and it is higher than the beta value for the motivation variable. Therefore, it can be concluded that the service quality variable has the most significant influence on the performance of Balerejo Village Officials in Dempet District, Demak Regency.

CONCLUSION

Based on the research findings and data analysis explained, the research conclusion that can be drawn is that the service quality and motivation variables jointly have a significant influence on the performance of Balerejo Village Officials in Dempet District, Demak Regency. This means that the better the service quality and motivation of the village officials, the higher their performance. The service quality variable is the most significant variable affecting the performance of Balerejo Village officials in Dempet District, Demak Regency.

IMPLICATIONS OF RESEARCH RESULTS

The implications of the research findings are that the service quality and motivation variables are appropriate measures for assessing the level of performance of village officials. This is because the data analysis results indicate that both the service quality and motivation variables have a positive impact on the improvement of village officials' performance in Balerejo Village, Dempet District, Demak Regency.

REFERENCES

- Andi Wardana, M., Yanita, I Wayan Eka Sudarmawan, Teguh Setiawan Wibowo, & Hendrik Pandiangan. (2023). The Analysis of Organizational Justice, Competence and Work Motivation to Improve The Performance. *Jurnal Informatika Ekonomi Bisnis*. <https://doi.org/10.37034/infv.v5i2.589>
- Arifia, G., & Nurdyansyah. (2022). The Effect of Problem Based Learning Based on Hybrid Learning on Problem Solving in Mathematics Subjects at Islamic School. *Adabiyah: Jurnal Pendidikan Islam*, 5. <https://doi.org/10.21070/adabiyah.v5i0.1678>
- Hikmah Perkasa, D., Arbaina, C., Imelda Novita Susiang, M., Dhyan Parashakti, R., Al Faruk Abdullah, M., & Mini Rostina, C. (2023). The Influence of Discipline, Leadership and Work Environment Toward Employee Performance at BPJSTK in DKI Jakarta Branch. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v8i12.13696>
- Kumar, S., Dinesh, N., & Periasamy, P. (2021). Testing validity and reliability of the questionnaire in soft skills research: A perspective from b-school alumni. *International Journal of Entrepreneurship*, 25(Special Issue 1).
- Lucky Sugiharti, Saefudin, A., & Afihtul Barokah, R. (2023). PENGARUH KEPEMIMPINAN DAN KOMPETENSI PEGAWAI TERHADAP KUALITAS PELAYANAN PENDAFTARAN TANAH PERTAMA KALI DI KANTOR PERTANAHAN KOTA BANDUNG. *Journal Publicuho*, 6(1). <https://doi.org/10.35817/publicuho.v6i1.117>
- Phuong Anh, N. T. (2023). Solutions on Service Quality to Improve the Satisfaction of Individual Customers at Ba Ria Vung Tau Electricity Company. *International Journal of Current Science Research and Review*, 06(04). <https://doi.org/10.47191/ijcsrr/V6-i4-17>
- Rajput, S. (2020). Methods of reliability and validity. In *An SPSS Guide for Tourism, Hospitality and Events Researchers* (pp. 243–264). Routledge. <https://doi.org/10.4324/9780429281068-12>
- Rina Herawati, A., Ayu Lestari, L., & Yuniningsih, T. (2023). The Influence of Transformasional Leadership Style, Work Ethic, and Employee Competence on Employee Performance at the Population and Civil Registration Office of Rejang Lebong Regency. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v8i11.13563>
- Sijtsma, K., & Pfadt, J. M. (2022). Reliability. In *International Encyclopedia of Education: Fourth Edition*. <https://doi.org/10.1016/B978-0-12-818630-5.10004-1>
- Suwardana, H. (2023). Improving Performance Employees of Poly Service Department Nahdatul Ulama Hospital Strategy (RSNU) Tuban. *INNOVATION RESEARCH JOURNAL*, 4(1). <https://doi.org/10.30587/innovation.v4i1.5601>