

Analysis Of Outsourcing Employee Service Quality Towards Customer Satisfaction Scope Of Pt. Bummy Harapan Umat Of The Outsourcing Division Economic And Entrepreneurship Assembly Leaders Of The Muhammadiyah Region Of Yogyakarta

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Abstract. Indicators that can be applied in measuring service quality on outsourcing employees of PT. The Bummy Harapan Ummah is using the SERVQUAL (service quality) model as described by Parasuraman, Zeithaml and Berry (Lupiyoadi, 2009). SERVQUAL is built on the comparison of two main factors, namely the customer's perception of the service they actually receive (perceived service) with the service that is actually expected (expected service). There are five dimensions of SERVQUAL, namely responsiveness (responsiveness), reliability (reliability), empathy (empathy), assurance (guarantee), and tangible (physical evidence). Customer satisfaction will be obtained by comparing the service expected by the customer and the service received by the customer

Keywords: responsiveness, reliability, empathy, assurance, and tangible, satisfaction

1 Research Question

What are the variables in Service Quality that include *responsiveness* (responsiveness), reliability (reliability), empathy (empathy), assurance (guarantee), and tangible (physical evidence), giving satisfaction to customers of PT Bummy Harapan Ummah outsourcing division?

2. Literature Review

According to [19] in [16], service quality is a person's actual work performance or performance, namely the results of the quality and quantity performance of an employee in carrying out his duties in accordance with the responsibilities given to him. According to [20] in [16], service quality is influenced by;

- 1) Quality and ability of employees (things related to education/training, work ethic, work motivation, mental attitude and physical condition of employees).
- 2) Supporting facilities or supporting work environment (work safety, production facilities, engineering) and employee welfare issues (wages/salaries, social security, job security).
- 3) Supra Sarana or matters relating to government policies and industrial relations management.

According to [6], customer satisfaction is a feeling of pleasure or disappointment that is generated after comparing the quality of service or the results of the perceived product or service with customer expectations. If the quality of service or results are not as expected, the customer is dissatisfied. If the quality of service or results is in line with expectations, then the customer is satisfied. If the quality of service or results exceeds expectations, the customer is very satisfied or happy.

3. Research Methods

The type of research method used is quantitative research. The object of this research is the customer of the partner agency of PT. Bummy Hope People. The population in this study are people who have worked in agencies that cooperate with PT. Bummy Harapan Ummah who has the duty to be directly responsible for monitoring the service quality of outsourced employees in agencies in collaboration with PT. Bummy Harapan Ummah Outsourcing division as many as 33 samples.

The sampling technique used is purposive sampling which is included in the group without opportunity or non-probability sampling. The consideration of using purposive sampling is because the subjects and objects studied have criteria specifically determined by the researcher.

Validity and Reliability Test

Test the validity of this study using the measurement model *Confirmatory Factor Analysis* (CFA). The CFA method is used to test whether these indicators are valid indicators as a measure of latent constructs. The reliability test in this study used Cronbach's alpha.

Data analysis method

The data analysis technique uses Customer Satisfaction Index (CSI) analysis which is used to determine the overall customer satisfaction value resulting from filling out the Likert scale questionnaire and Importance Performance Analysis (IPA) which is used to obtain attributes that are felt to be important and then service quality analysis is carried out to achieve customer satisfaction.

4. Discussion

Analysis of Respondents Description

To see the frequency distribution of respondents' answers from the results of the questionnaire distribution, the characteristics of respondents who participated in this research are shown in table 1.

Table 1 Characteristics of Respondents

Criteria	Amount	Percentage
Gender		
Man	19	57.6%
Woman	14	42.4%
Amount	33	100%
Last education		
JUNIOR HIGH SCHOOL	0	0%
SENIOR HIGH SCHOOL	5	15.2%
S1	22	66.7%
S2	5	15.2%
S3	0	0%
Other	1	3%
Amount	33	100%
Work		
Government employees	0	0%
Private employees	28	84.8%
Self-employed	4	12.1%
Businessman	0	0%
Other	1	3%
Amount	33	100%
Age		
18 – 24 years old	0	0%
25 – 34 years	16	48.5%
35 – 44 years old	9	27.3%
45 – 54 years old	9	27.3%
>55 years old	0	0%
Amount	33	100%
Length of work		
13 years old	5	15.2%
4 - 6 years	6	18.2%
7 - 9 years	12	36.4%
10 – 12 years	5	15.2%
>13 years old	5	15.2%
Amount	33	100%
Income per month		
< IDR 1,000,000,-	0	0%
IDR 1,000,000 – IDR 3,000,000,-	15	45.5%
IDR 3,000,000 – IDR 5,000,000,-	17	51.5%
IDR 5,000,000 – IDR 10,000,000,-	2	6.1%
> IDR 10,000,000,-	0	0%

Amount	33	100%
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Source: primary data, (2022)

Statistical Descriptive Analysis

Table 2 Descriptive Statistical Results

Variabel	N	Minimum	Maksimum	Mean	Std. Deviation
<i>Realibility</i>	33	3	5	4.505	0.5416
<i>Assurance</i>	33	4	5	4.500	0.5038
<i>Tangible</i>	33	3	5	4.591	0.5541
<i>Emphaty</i>	33	3	5	4.434	0.5183
<i>Responsiveness</i>	33	3	5	4.535	0.5222
<i>Customer satisfaction</i>	33	3	5	3.872	0.6151

Source: primary data, (2022)

CSI (Customer Satisfaction Index) test results

Table 4.3 Measurement results of the Customer Satisfaction Index

No Attribute	Average Interest Level	Weight Factor	Average Satisfaction Level	Weight Score
1	4.55	0.08	3.76	0.29
2	4.48	0.08	3.67	0.28
3	4.48	0.08	3.97	0.30
4	4.52	0.08	3.76	0.29
5	4.48	0.08	3.82	0.29
6	4.61	0.08	3.82	0.30
7	4.58	0.08	3.88	0.30
8	4.52	0.08	4.06	0.31
9	4.42	0.08	3.94	0.30
10	4.36	0.07	3.97	0.30
11	4.42	0.08	3.85	0.29
12	4.61	0.08	3.94	0.31
13	4.58	0.08	3.91	0.31
<i>WeightTotal</i>				3.87
<i>Customer Satisfaction Index(CSI)</i>				0.77

Source: primary data, (2022)

After calculating the customer satisfaction index (CSI), then the scale range is calculated to determine the assessment criteria of the service quality variables of PT. Bummy Harapan Ummah outsourcing division. According to [21] the overall level of consumer satisfaction is divided into 5 (five) satisfaction criteria:

- a. Not satisfied : 0.00 – 0.34
- b. Less satisfied : 0.35 – 0.50
- c. Quite satisfied : 0.51 – 0.65
- d. Satisfied : 0.66 – 0.80
- e. Very satisfied : 0.81 – 1.00

The results of calculations using CSI analysis obtained a final value of 0.77 or 77 percent which is presented in table 4.2 above. The number 0.77 is in the range 0.66 – 0.80 in the satisfied category.

IPA (Important Performance Analysis) method test results

The IPA method is used to determine priority of service quality improvement is only determined by the relative value, namely the average value of the level of importance and satisfaction. The following is the average value of the level of importance and customer satisfaction.

Table 3. Average Level of Interest and Level of Satisfaction

No	Service Attributes	Average level of importance	Average satisfaction level
1	Professional and well-trained employees	4.55	3.76
2	Employees provide information and reports carefully and well	4.48	3.67
3	Employees help each other if there are problems at work	4.48	3.97
4	Employees have the skills and knowledge in carrying out their duties so that they are able to serve and complete their duties properly	4.52	3.76
5	Employees provide a sense of comfort and security with the attitude and quality of service provided	4.48	3.82
6	Employees are neat and clean	4.61	3.82
7	Employees use complete attributes/uniforms according to procedures	4.58	3.88
8	Friendly and smiling employees	4.52	4.06
9	Employees are open to criticism and suggestions	4.42	3.94
10	Employees provide services according to their wishes and needs	4.36	3.97
11	Employees serve quickly and precisely	4.42	3.85
12	Employees serve and carry out their duties according to procedures	4.61	3.94
13	Employees accept and do their job well	4.58	3.91
Average Number		58.61	50.33

Source: primary data, (2022)

After knowing the average value of each attribute both from the level of importance and the level of satisfaction, then the value of the intersection of the X and Y axes will be calculated which will intersect vertically and horizontally on the Cartesian diagram:

$$\bar{X} = \frac{\sum_{i=1}^n \bar{X}_i}{K} = \frac{50,33}{13} = 3,872$$

$$\bar{Y} = \frac{\sum_{i=1}^n \bar{Y}_i}{K} = \frac{58,61}{13} = 4,508$$

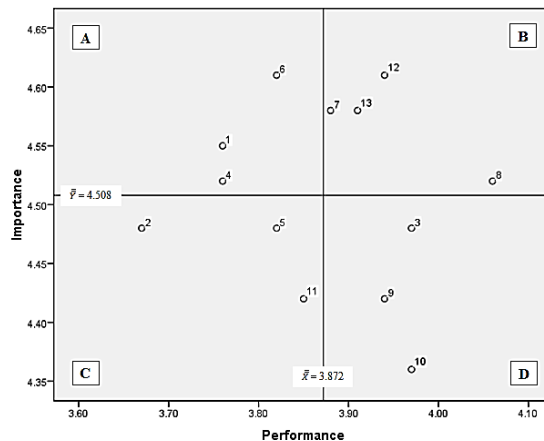


Figure 1 The results of the Cartesian diagram of the importance and satisfaction of the service quality of outsourcing employees on customer satisfaction

1) Quadrant A(Main priority)

Attributes that are in quadrant A are: [1] Professional and trained employees; [4] Employees have skills and knowledge in carrying out their duties so that they are able to serve and complete their duties properly; [6] Employees are neat and clean.

2) Quadrant B (Maintain Achievement)

Attributes in this quadrant include; [7] Employees use complete attributes/uniforms according to procedures; [8] Friendly and smiling employees; [12] Employees serve and carry out their duties according to procedures; [13] Employees accept and do their job well.

3) Quadrant C (Low Priority)

The attributes in this quadrant are; [2] Employees provide information and reports carefully and properly; [5] Employees provide a sense of comfort and security with the attitude and quality of services provided; [11] Employees serve quickly and precisely.

4) Quadrant D (Excessive)

Attributes that are in quadrant D include; [3] Employees help each other if there are problems at the work site; [9] Employees are open to criticism and suggestions; [10] Employees provide services according to their wishes and needs.

Discussion

Customer Satisfaction Level of Service Quality

Customer satisfaction analysis was conducted to determine the level of satisfaction felt by customers on the service quality of PT Bummy Harapan Ummah's employees in the Outsourcing division. The results of calculations using the CSI method obtained a final value of 0.77 or 77 percent which is presented in table 4.2. The number 0.77 is included in the range 0.66 – 0.80 in the satisfied category. From these calculations prove that the service quality of outsourcing employees in agencies that cooperate with PT. Bummy Harapan Ummah Outsourcing division in providing services is good and customers are satisfied with the services provided by outsourcing employees of PT. Bummy Hope People.

The Level of Customer Interest in Service Quality

Analysis of the level of importance to service quality is carried out to determine the amount of expectations desired by customers. Customer expectations of the quality of service provided by employees of PT Bummy Harapan Ummah outsourcing division can be seen from the attribute score of the questionnaire data processing.

The results of calculations using the IPA method show that the attributes that are in quadrant A, namely [1] Professional and trained employees, [4] Employees have the skills and knowledge in carrying out their duties so that they are able to serve and complete their duties well, [6] Employees have a neat and clean appearance. Quadrant A which is the Main Priority (Concentrate Here), in this study is a high level of importance but the quality of service provided is still low so that employees of PT. Bummy Harapan Ummah outsourcing division must improve the quality of service from all the attributes in this quadrant.

5. Conclusion

The conclusion of this study is based on the analysis of the service quality of outsourcing employees on customer satisfaction that has been carried out, namely:

1. The characteristics of the respondents who are customers who are directly responsible for monitoring the service quality of outsourcing employees in this study are mostly male. For the age range, the majority of customers have an age range of 25-34 years. For the characteristics of the length of work, the majority of respondents have a work period of 7-9 years. Then for the characteristics of the amount of income per month the majority of respondents earn Rp. 3,000,000.00 - Rp. 5,000,000.00.
2. The level of customer satisfaction with the service quality of outsourcing employees of PT. Bummy Harapan Ummah, based on the results of calculations using the CSI method, obtained a final value of 0.77 or 77 percent which is presented in table 4.2. The number is 0.77 and is in the range 0.66 – 0.80, which means that customers of PT. Bummy Harapan Ummah's outsourcing division is satisfied with the service quality of outsourced employees.
3. The level of importance of the service quality of outsourcing employees of PT. Bummy Harapan Ummah, based on the results of calculations using the IPA method, it shows that the attributes that are in quadrant A, namely [1] Professional and trained employees, [4] Employees have the skills and knowledge in carrying out their duties so that they are able to serve and complete their duties well, [6] Employees have a neat and clean appearance. Quadrant A which is the Main Priority, in this study is the level of importance is high but the quality of service provided is still low so that the employees of PT. Bummy Harapan Ummah outsourcing division must improve the quality of service from all the attributes in this quadrant.

6. Suggestion

From the conclusions in this study, the suggestions that can be given to PT. Bummy Harapan Ummah Outsourcing division, namely;

1. Characteristics of customers of PT. Bummy Harapan Ummah outsourcing division that has been known in this study so that it can be used as a reference in making decisions with various considerations in improving the service quality of outsourced employees. So that it can further increase customer satisfaction of service users in collaboration with PT. Bummy Harapan Ummah Outsourcing division.
2. With the analysis of the Customer Satisfaction Index (CSI), it can be seen that customers are satisfied with the quality of service provided by employees of PT. Bummy Harapan Ummah outsourcing division. From the conclusion of these results, it means that the quality of employee service for customers of PT. Bummy Harapan Ummah's outsourcing division is already good and the quality of its services must be maintained and improved, so that further research can produce even better values.
3. From the results of the analysis of Importance Performance Analysis (IPA) can be used as a reference to continue to improve the service quality of employees of PT. Bummy Harapan Ummah outsourcing division, especially the results of the analysis on Quadrant A ie; [1] Professional and trained employees, [4] Employees have the skills and knowledge in carrying out their duties so that they are able to serve and complete their duties well, [6] Employees have a neat and clean appearance. PT Bummy Harapan Ummah should invest more in the attributes that are in quadrant A in order to increase customer satisfaction with the quality of service provided by employees to customers who use the services of agencies that cooperate with PT. Bummy Hope People.

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