

Effect of Employee Equity Satisfaction on Service Transactions in the Tourism Sector in Kerinci

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Abstract. This study aims to analyze employee equity satisfaction with service transactions (delivery, professionalism, information, timeliness, staff attitude) in the tourism sector in Kerinci. How does employee equity satisfaction with service transactions (delivery, professionalism, information, timeliness, staff attitude) in the tourism sector in Kerinci? A quantitative approach has been chosen to test this objective. The population in this study were all Kerinci tourism employees. Data were collected from 39 respondents who were taken by using a stratified sampling technique. Validated and reliable questionnaires were used in this study, then analyzed by regression. The results found are that employee equity satisfaction has a significant positive effect on service transactions. The significance is 0.000, and the contribution is 0.771.

Keywords: Equity Satisfaction, Service Transaction

1 Introduction

The review's internal customer satisfaction theory appreciated in this research is Equity Theory, although there are many other satisfaction theories such as Attribution Theory, Disconfirmation Theory/Model, job satisfaction, and other theories. Moreover Menpan RB RI used confirmation theory. The implementation of the model found [1] in different sectors in West Sumatra shows a significant effect of employee equity satisfaction on service transactions. Now, want to see and prove or test whether the implementation among the Kerinci ethnic group is the same with sectors in West Sumatra? This means that if applied or researched on a specific ethnicity, such as among the Kerinci ethnic group, it will also show how. Therefore, this study focuses on how the Effect of Employee Equity Satisfaction on Service Transactions in the Tourism Sector in Kerinci ethnic ethnicity?

Based on a literature review from various experts, some mention several trem for service transactions. Some call the determinants of service for community satisfaction, some call them variables that affect community satisfaction, some provide them with predictors that can predict the satisfaction of their citizens, and some are named service transactions. Thomson and Mori (2014) [2] suggest that citizen satisfaction with public services in the UK is influenced by (1) delivery, (2) timeliness, (3) information accuracy, (4) professionalism, and (5) staff attitude can be predictors of citizen satisfaction. Mintzberg's as researched [3, 4], states that influencing manager roles toward increasing public services on local government. Then, as for the external role construct of manager used theory and construct of citizen satisfaction used Expectancy

Disconfirmation the Model Citizen Satisfaction Local Government of Ryzin & Gregg, its result showed significant correlation [5]. In particular, Dasman Lanin reports that influence of internal organizational politics, both as independent variables and analyzed per indicator, is proven to have a significant effect on community satisfaction in the fields of education, health and community welfare.[4].

If the review literature above is concluded, there are five intermediate variables that affect satisfaction, which connect employees and society. Therefore, we give the name Service Transaction, which includes: delivery, timeliness, information, professionalism, staff attitude, and internal political organization. Moreover delivery has characteristics: the final result, how to keep promises, how to handle problems, and commit to the customer. Timeliness characterized the waiting period, length of completion, frequency of contact, and explanation length. Information that has characteristics: accuracy, comprehensiveness, urgency, and freshness. The professionalism is competent staff, staff who behave reasonably, knowledgeable, and well trained. Staff Attitude, dealing with friendly & polite, sympathetic, honest, sincere & impartial, fair & equal relationships, avoiding bad morals, adaptive & strategic thinking, moralist & virtuous. Political internal organization, in the form of goals for certain people, favoritism, influenced by political pressure, clique competition, deviations from organizational goals, and unclear division of tasks.

Theoretically, the theory of satisfaction is quite a lot of which are; (1) attribution theory, (2) contrast theory, (3) assimilation theory, (4) contrast-assimilation theory, (5) disconfirmation theory, (6) confirmation theory, and (7) equity theory. It turns out that one thing that can measure internal customers or employees is equity theory [6]. So this theory is used as the foundation of this research.

According to [7] every democratic government, equity satisfaction is a fundamental need that met. According to [8], in the framework of creating satisfaction, there is an equity theory that can used, and there is also an equal and fair, said [9] The law of equity theory assumes that each party related to service transactions must be the same [10]. In the original, "equity theory focuses on individuals' perception of how fairly they are being treated compared to others and the behavioral implications of their perceptions" [11]. Then [11] explains in more detail that "Individuals engage in the process of evaluating their social relationships much like they would evaluate economic transactions in the marketplace. Social relationships are an exchange process in which individuals make contributions or investments and expect certain outcomes in return"... "people do not assess the equity of an exchange in a vacuum. Instead, they compare their situation with others' to determine the relative balance. People determine whether an exchange is satisfactory by comparing what happens to themselves what happens to others".

Furthermore, [9] said that only a few individuals, favoritism; affected by political pressures; hence customer satisfaction decreased significantly. Unlike when bureaucrats just bureaucrat [8], equity satisfaction increases with relevance, even when public service shows impartial and honest and equal and fair customer satisfaction increases in government [9].

Previous Research: In 2018 and 2019, Dasman Lanin has examined the effect of equity satisfaction on satisfaction in the RSUD [12] and its effect on the three public sectors in immigration, labor, and industry in population and civil registration [1]. Then, research [13], [14] found; local government service models for customer satisfaction (internal/employee and external/community) based on [14]; Reconstruction of satisfactory services [15]; local government service models [3], [16]–[20]; found six variables that affect satisfaction [21]–[24]; satisfaction determined by delivery, timeliness, information, staff attitudes, professionalism and internal politics of the organization [5], [17], [21]; Theoretically, organization-internal politics factors can be used as a predictor to determine citizen satisfaction of local government service

[4]; Professionalism and employee attitudes have a positive correlation with citizen satisfaction [16]; Attitude of officials affects citizen satisfaction (2010a); Citizen satisfaction with city government is in negative disconfirmation [4].

2 Methodology

This research method uses quantitative methods with correlation. The research variables and indicators are; The independent variable is the Internal Customer (Employee) Equity Satisfaction with an indicator that customers assess the ratio of the results they get and the input they compared to the results and input of others in the same service transaction. While the independent variable is Service Transaction, which consists of; (1) delivery with indicators; the result, how to keep promises, commit to the customer, how to handle problems. (2) Time with indicators; waiting period, duration of completion, frequency of contact, length of explanation (3) Information with indicators of accuracy, comprehensiveness, urgency, freshness. (4) Professionalism with indicators; competent staff, fair-behaved, knowledgeable and well-trained staff. (5) Staff Attitude with indicators; friendly & polite, sympathetic, honest, sincere & impartial, fair & same relationship, avoiding bad morals, adaptive & strategic thinking, moralist & virtuous. All of these indicators have made a valid and reliable questionnaire. Then data were collected from 39 respondents who were taken by using a stratified sampling technique and analyzed with product-moment, and regression.

3 Finding And Discussion

Service transaction is the provider's interaction with the public (external) or employees (internal). This service transaction involves delivery, timeliness, information, professionalism, and staff attitude. Service transactions can be affected by several variables, including equity satisfaction. How the effect of equity satisfaction on each of these service transactions can stated in the following research analysis.

3.1 Equity Satisfaction and Delivery

The correlation of equity satisfaction with delivery can seen in the table below.

Table 1. Correlation of Equity Satisfaction toward Delivery

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Durbin-Watson
1	.451 ^a	.203	.182	.971	2.090

a. Predictors: (Constant), Equity

b. Dependent Variable: Delivery

Based on the table above, it can seen that the correlation between equity satisfaction and delivery is 0.451 and the contribution is 0.203, while the Adjusted R Square in this research location or Kerinci tourism is 0.182. So it can be said that these two variables have a close relationship. How significant the strength of the relationship is can seen in the results of the following regression analysis.

Table 2. Significance Level Between Equity Satisfaction and Delivery

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,885	1	8,885	9,431	,004 ^b
	Residual	34,859	37	,942		
	Total	43,744	38			

a. Dependent Variable: Delivery

b. Predictors: (Constant), Equity

Based on the table above, it shows that delivery has been affected by employee equity satisfaction with a confidence level of more than 0.99 or with a significance level of 0.004. So it can be ascertained that employee satisfaction equity can used as a predictor of criterion delivery with confidence.

3.2 Equity satisfaction and timeliness

The correlation of equity satisfaction with the timeliness variable can seen in the table below.

Table 3. Correlation of Equity Satisfaction Toward Timeliness

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	,440 ^a	,193	,171	,766	2,051

a. Predictors: (Constant), Equity

b. Dependent Variable: Timeliness

Based on the table above, it can seen that the correlation between employee equity satisfaction and timeliness is 0.440 and its contribution is 0.193, while the Adjusted R Square or its contribution at the location of this study or in the Kerinci tourism office is 0.171. So it can be said that these two variables have a close relationship. How significant the strength of the relationship is can seen from the results of the following regression analysis.

Table 4. Significance Level Between Equity Satisfaction and Timeliness

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,203	1	5,203	8,862	,005 ^b
	Residual	21,721	37	,587		
	Total	26,923	38			

a. Dependent Variable: Timeliness

b. Predictors: (Constant), Equity

Based on the table above, it shows or has proven that timeliness has been affected by employee equity satisfaction with a confidence level of more than 0.99 or with a significance level of up to 0.005. So it can be ascertained that employee satisfaction equity can used as a predictor of criterion timeliness with confidence.

3.3 Equity satisfaction and Information

The relationship of equity employee satisfaction with information can be seen in the table below.

Table 5. Correlation of Equity Satisfaction toward Information

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	,395 ^a	,156	,133	,813	1,966

a. Predictors: (Constant), Equity

b. Dependent Variable: Information

Based on the table above, it can be seen that the correlation between employee equity satisfaction and information is 0.395, and its contribution is 0.156, while the Adjusted R Square or its contribution at the location of this study or in the Kerinci tourism office is 0.133. So it can be said that these two variables have a close relationship. How significant the strength of the relationship is can be seen from the results of the following regression analysis.

Table 6. Significance level between Equity Satisfaction and Information

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4,517	1	4,517	6,834	,013 ^b
	Residual	24,457	37	,661		
	Total	28,974	38			

a. Dependent Variable: Information

b. Predictors: (Constant), Equity

Based on the table above, it shows or has proven that information has been affected by employee equity satisfaction with a confidence level of more than 0.99 or with a significance level of 0.013. So it can be ascertained that employee satisfaction equity can be used as a predictor of criterion timeliness with confidence.

3.4 Equity satisfaction and Professionalism

The effect of employee equity satisfaction on professionalism can be seen in the table below.

Table 7. Correlation of Equity Satisfaction toward Professionalism

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	,616 ^a	,379	,362	,728	2,185

a. Predictors: (Constant), Equity

b. Dependent Variable: Professionalism

Based on the table above, it can be seen that the correlation between employee equity satisfaction and professionalism is 0.616, and its contribution is 0.379, while the Adjusted R

Square or its contribution at the location of this study or in the Kerinci tourism office is 0.362. So it can be said that these two variables have a close relationship. How significant the strength of the relationship is can be seen from the results of the following regression analysis.

Table 8. Significance level between Equity Satisfaction and Professionalism

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	11,973	1	11,973	22,584	,000 ^b
	Residual	19,616	37	,530		
	Total	31,590	38			

a. Dependent Variable: Professionalism

b. Predictors: (Constant), Equity

Based on the table above, it shows or has proven that professionalism has been affected by the equity satisfaction of employees with a confidence level of more than 0.99 or with a significance level of up to 0.000. So it can be ascertained that employee satisfaction equity can be used as a predictor of criterion professionalism with confidence.

3.5 Equity satisfaction and Staff Attitude

The correlation of employee satisfaction with staff attitude equity as a service transaction variable can be seen in the table below.

Table 9. Correlation of Equity Satisfaction toward Staff Attitude

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	,662 ^a	,439	,424	,650	1,868

a. Predictors: (Constant), Equity

b. Dependent Variable: staff attitude

Based on the table above, it can be seen that the correlation between employee equity satisfaction and staff attitude is 0.662, and the contribution is 0.439, while the Adjusted R Square or its contribution at the location of this study or in the Kerinci tourism office is 0.424. So it can be said that these two variables have a close relationship. How strength of the relationship is can be seen from the results of the following regression analysis.

Table 10. Significance level between Equity Satisfaction and Staff Attitude

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12,244	1	12,244	28,941	,000 ^b
	Residual	15,654	37	,423		
	Total	27,897	38			

a. Dependent Variable: staff attitude

b. Predictors: (Constant), Equity

Based on the table above, it shows or has proven that professionalism has been affected by the equity satisfaction of employees with a confidence level of more than 0.99 or with a

significance level of up to 0.000. So it can be ascertained that employee satisfaction equity can be used as a predictor of the criterion of staff attitude with confidence.

3.6 The employee satisfaction equity with all service transactions

The correlation of employee satisfaction equity with all service transactions (delivery, timeliness, information, professionalism, staff attitude) can be seen in the table below.

Table 11. Correlation of Equity Satisfaction toward Service Transactions

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate	Durbin-Watson
1	.771 ^a	.595	.584	1,990	1,760

a. Predictors: (Constant), Equity

b. Dependent Variable: All Service Transaction

Based on the table above, it can be seen that the correlation between employee equity satisfaction with all Service Transactions is 0.771 and its contribution is 0.595, while the Adjusted R Square or its contribution at this research location or in the Kerinci tourism office is 0.584. So it can be said that these two variables have a close relationship. How strength of the relationship is can be seen from the results of the following regression analysis.

Table 12. Significance level between Equity Satisfaction and Service Transaction

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	215,221	1	215,221	54,367	.000 ^b
	Residual	146,472	37	3,959		
	Total	361,692	38			

a. Dependent Variable: All Service Transaction

b. Predictors: (Constant), Equity

3.7 Discussion

The table above shows or has proven that service transactions have been affected by employee equity satisfaction with a confidence level of more than 0.99 or with a significance level of up to 0.000. So it can be ascertained that employee satisfaction equity can be used as a predictor of Service Transaction criterion with confidence. This also been proven in previous research in RSUD, Immigration, Labor and Industry as well as Population and Civil Registration that supported in the relevant research above [1], [23]. Furthermore, equity satisfaction increases with relevance, even when public service shows impartial and honest and equal and fair customer satisfaction increases in government [9].

Many of the above research results are supported by other research, as the results of researchers O'Kelly (2009) and Vigado-Gadot (2008) as stated in the previous theory. then Dasman Lanin (2018 and 2019) also supports the results of this study as presented in this Previous Research

4 Conclusion

Based on the research results above which are supported by previous research data, this study can conclude that employee equity satisfaction has a significant effect on all service transactions, either together with its contribution of 0.771 or partially or respectively. This research note recommends researching various ethnic groups in Indonesia or ethnic groups outside Indonesia.

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