

## **Professionalism And Timeliness In Public Service Management at Class II Immigration Office of Agam**

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### **Abstract**

In Public sector management, public service has the main goal to realize good service by equity theory. At this time, equity theory is considered relevant because it can describe the relationship between customer perceptions of the distribution of human resources (employees). This employee's perceptions was demanded that the employees must exhibit their capability which representation through professionalism and timeliness of employees. The novelty of this research is responsiveness as an intervening variable to increase public service. The ability of the employee to solve customer problems also to be customer assessment of service quality, especially in terms of responsiveness. In-depth, good service describe an employee's timeliness in responding to customer needs, which one aspect to realize customer satisfaction. The objective of this research is to prove the implementation of professionalism and timeliness in increasing customer satisfaction through responsiveness as an intervening variable. This research used a quantitative method with a survey strategy. The research is located at the Class II Immigration office of Agam, West Sumatera. Data was collected using a valid and reliable questionnaire. Then, Data was analyzed using path analysis. The result of the research explains that there are influences of professionalism and timeliness as direct and indirect toward customer satisfaction.

**Keywords:** *Equity; Professionalism; Timeliness; Responsiveness; Customer Satisfaction*

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### **Introduction**

The government has two functions, the regulatory function and the service function. The regulatory function is related to the function of the government that carries out the nature of the state as a legal state. While the service function is related to the function of the government that runs the country in accordance with its essence as a welfare state. The service function carried out by the government is one form of public service management which aims to realize justice and welfare in service to the community (Assyahri et al., 2022; Bila & Saputra, 2019; Hardiansyah, 2011). The government carries out the service function, reinforced by regulations in Law Number 25 of 2009 concerning Public Services. In Chapter I Article I paragraph I of the regulation it is stated that what is meant by public services is a series of activities in the context of fulfilling service needs in accordance with the laws and regulations for every citizen and resident of goods, services and/or administrative services provided by public service providers. The essence of service is that customers do not buy goods or services, rather they buy the benefits of the goods or services. Because of that, an agency or company always offers services or services to customers, regardless of the form of the product produced. success rate goods or services for customers are not produced by agents or companies but are created when customers use or take what has been offered to them (Fandy & Gregorius, 2016).

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The public service providers referred to in principle are the responsibility and are carried out by government agencies at the center, in the regions, State-Owned Enterprises or Regional-Owned Enterprises, both in the form of services and goods. The essence of service is that customers do not buy goods or services, but they buy the benefits of these goods or services. The value of the success of the service of an item or service for customers is not generated by the agency or company but is created when customers take advantage of or get what has been offered to them (Bila, 2020; Fandy & Gregorius, 2016). Services are defined as various invisible products that involve human effort and use various types of equipment. Public service can be interpreted as an effort made by the service provider to solve problems or meet the needs of those who are served (Dasman Lanin, Syamsir et al., 2019; Ivancevich et al., 1997). The usefulness of services provided to customers can be measured by the suitability between customer expectations of service and the reality of the service they receive, or what is also called customer satisfaction.

Restrictions in service procedures at the immigration authority Class II religion still has complicated services related to swallowing queue number. This is consistent with online news on investigative reporting sites stated that it was still difficult Application to get a queue number. Queue recording is done automatically online but having trouble applying online. Object This is also due to the absence of clear guidelines for queue registration on line. After being confirmed by immigration by the section head Means of information and communication, providing information, registration online regulated and from Friday afternoon to Sunday afternoon only. stand in line also for the following week after registration. This clearly shows the lack of responsiveness due to immigration customers The need for immigration services is also very large.

Also in the service of making passports at the Class II Immigration Office Religion also has a limit of only 60 applicants. number of applicants is lower than the number of applicants handled by the immigration authorities Class I Padang which serves 100 applicants per day. Even the Padang Class I Immigration Office submitted a request to increase the queue to 125 applicants per day. Seeing the area, the number of queues by immigration class II religion is considered insufficient. This result causes a Delay in the office to respond to the requested service Customer.

## Literature Review

This research discuss about customer satisfaction which is influenced by the variables of professionalism and timeliness, with the responsiveness variable being the intervening variable. Satisfaction is defined as the entire attitude of customers towards service providers or an emotional reaction to the difference between what is expected and what they receive, related to the fulfillment of needs, goals or desires (Bila, 2020; Hansemark & Albinsson, 2004).

Three main theories of customer satisfaction. First Contrast Theory. This theory explains that consumers recognize satisfaction by comparing the actual performance of employees with service expectations owned by customers. If the employee's actual performance is greater than or equal to expectations, then the consumer or customer will be satisfied. Second Assimilation theory. This theory states that there is a distortion discrepancy between expectations and performance towards initial expectations due to process disconfirmation which is psychologically not good to do. Three theories of assimilation contrast. This theory explains that the assimilation effect is a function of level tension between expected performance and actual performance. If the gap too large, then consumers will perceive the product better or worse than reality. However, if the gap not steep, then the assimilation theory applies, namely medium voltage actual performance with the expectation that it will be significant.

One of the measurements of customer satisfaction is through equity theory. equity theory is a theory of justice that can help explain the relationship between customer perceptions of the distribution of partner resources, when customers get adequate input in service development and when customers are satisfied with the contribution of shared services. Nonconformity Customer commitment is a consequence of unfairness or injustice in the distribution of

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resources. So that customers feel that they should receive good and undifferentiated service. As a result, many customers are disloyal (Frinaldi et al., 2019a; Grissemann & Stokburger-Sauer, 2012). The reason equity is a measurement in customer satisfaction is because equity is a more appropriate evaluation to use when customers get service again. Equity theory is explicitly judged, as fairness helps bridge the gap between satisfaction and customer service use decisions. As a result, equity has become a more closely and relevant concept in the context of cumulative evaluation (Johnson, 1998). There are two indicators of equity theory, namely vertical justice and horizontal justice. Vertical justice emphasizes the principle of different treatment for different circumstances. Horizontal justice is equal treatment under the same conditions, which consists of 21 resources, inputs and expenditures for the same needs, expenditures and revenues are the same (Murti, 2001).

To increase customer satisfaction, the quality of service is the main thing that must be improved, because these two things are closely related. Quality provides a special boost to customers so that long-term beneficial relationships with service providers are established. The emotional closeness that is formed allows the service provider to understand the expectations and needs of the customer or service recipient. When customer expectations and needs are known, service providers can increase customer satisfaction by maximizing the provision of a pleasant experience and minimizing an unpleasant customer experience (Assyahri et al., 2021; Bila & Lanin, 2020). Satisfaction is interpreted as a comparison between expectations and the reality received in services by the community (Assyahri & Frinaldi, 2021; Frinaldi et al., 2020). One of the important factors in service quality is responsiveness. This is seen in terms of the importance of responsiveness in determining the future of the agency or service provider company in the long term. responsiveness is one of the dimensions that can increase customer satisfaction in the long term (Kattara et al., 2015). Empirically, responsiveness to customer questions and complaints by service providers is stated to increase customer satisfaction (Pandey & Devasagayam, 2010). The measurement of the responsiveness variable in this study is based on the theory of Zeithalm, Parasuraman and Berry which states that there are four points that can be used, namely certainty of service time, fast service, willingness to help customers, readiness to respond to customer request.

Professionalism is important in public services, because through professionalism, customers will know the quality of a service. Professionalism can also be interpreted as an ability to solve problems with clear solutions, make decisions with limited information and tolerate uncertainty. A professional person must have extensive knowledge, good attitude, ethical behavior, enthusiasm, trust and apply a code of ethics, have integrity and be honest, respect others and oneself, and maintain competence (Schon and Swick in Zafropoulos, 2016). Someone who not professional can have a negative impact on services (Bowman et al., 2016). The professionalism of the officer is very important and is directly related to the progress of the organization. Officers who have good skills will produce officers with good work performance. These skills are obtained by learning and will be maximized if a person can adapt to his environment (Assyahri et al., 2018; Frinaldi, 2017). Customers believe that service providers called employees have the ability and expertise to solve their problems professionally. This becomes an assessment for customers to determine service quality (Gronroos, 1988; Maresti & Riza, 2020). Professionalism is important, because professionalism will strengthen the capacity of officers in responding or responding to customer needs in service (Kearney, 1988). Professionalism is also important in satisfaction because professionalism has a high involvement in customer satisfaction. This involvement is because professionalism has a unique character and can provide different satisfaction to each customer (Assyahri & Vaguita, 2019; Sonne, 1999). The indicators of the professionalism variable in this study are based on the indicators proposed by (Mori, 2020) which were developed into four points, namely competent officers, officers who behave fairly, staff who are knowledgeable and trained in their fields and the skills of officers in service.

Another variable that affects customer satisfaction is timeliness. Timeliness is a service to respond quickly to key customer contacts, deal with very important issues and without spreading these customer problems to other staff (Mori, 2020). Timeliness refers to the extent to which the system offers timely responses to all requests, both information and actions

(Wixom & Todd, 2005). Timeliness is important because timeliness is needed by the company to be able to overcome the spread of negative things about the company's services (Stavens, 2018). timeliness has a close relationship with service quality. In service, timeliness in responding to customer needs will describe the responsiveness of service providers (Iberahim et al., 2016). Timeliness in service is very much needed, because accuracy is needed so that decisions taken do not pose a risk in the future. In addition, timeliness also has a relationship with customer satisfaction (Angelova & Zekiri, 2011). timeliness can also be interpreted as a team's full commitment in operations to avoid complaints. Flexible punctuality will increase customer satisfaction (Abu Bakar et al., 2016).

Formulation of hypothesis in this research as follows:

- H<sub>1</sub> : There is a direct influence of professionalism toward customer satisfaction
- H<sub>2</sub> : There is a direct influence of timeliness toward customer satisfaction
- H<sub>3</sub> : There is a direct influence of professionalism and timeliness toward customer satisfaction
- H<sub>4</sub> : There is an indirect effect of professionalism toward customer satisfaction
- H<sub>5</sub> : There is an indirect effect of timeliness toward customer satisfaction
- H<sub>2</sub> : There is an indirect effect of professionalism and timeliness variables toward customer satisfaction

## Method

This research uses quantitative methods with a survey strategy. Quantitative research is a research method based on philosophy positivism used to examine the population or sample with the data analysis is statistical. This quantitative research process is deductive. The aim is to prove the hypothesis that has been set (Sugiyono, 2017). The locus of this research is the immigration office class II Agam, West Sumatra. The population in this research are customers who get services in making passports at the Class II Agam Immigration Office with walk in service. Agam Class II Immigration Office was chosen as location research because in West Sumatra there are only two immigration offices and the Class II Agam Immigration Office has a very wide working area, namely 3 Cities and 5 Regencies. The duration of research implementation was carried out six months. The number of samples for this research was 394 respondents who were obtained by using multistage random sampling technique (Silaen Widiyono, 2013). Research data were collected using a questionnaire that has been tested for validity and reliability. the data that has been collected is processed using the IBM SPSS application. Analysis of the research data using path analysis that can be describe direct an indirect effect of among variables. The purpose of this research is to prove the indirect relationship of the independent variable to the dependent variable. The variables in this study consisted of three, namely the independent variable consisting of the professionalism variable (X1) and timeliness (X2), the dependent variable, namely customer satisfaction (Y) and the intervening variable, namely the responsiveness variable (X3).

## Result and Discussion

The data were analyzed using a partial regression test, or also known as the t test. The results of the t test can be seen as follows:

**Table 1. Analysis of T Test in Research Variables**

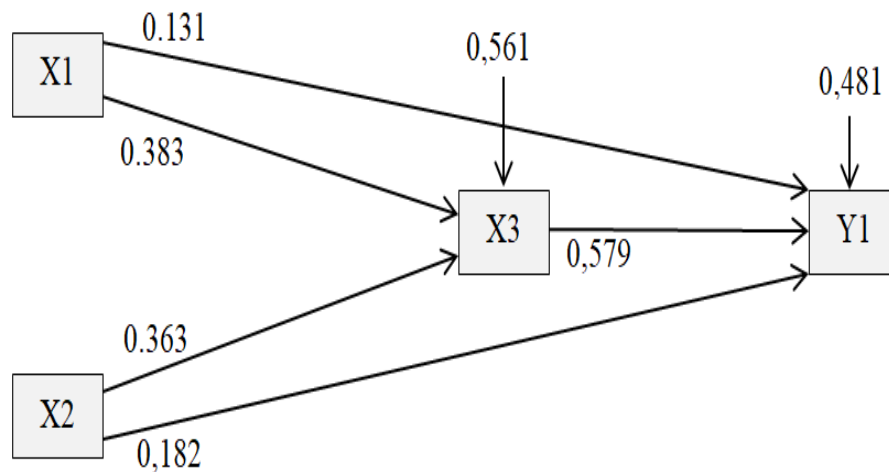
Variable Analysis	Significance	Standardized coefficient	Description
Effect of X1 on X3	0.00	0.383	There is a positive effect of X1 on X3
Effect of X2 on X3	0.00	0.363	There is a positive effect of X2 on X3
Effect of X1 on Y	0.00	0.131	There is a positive effect of X1 on Y
Effect of X2 on Y	0.00	0.182	There is a positive effect of X2 on Y
Effect of X3 on Y	0.00	0.579	There is a positive effect of X3 on Y

Based on the table 1 above, it can be seen that partially, all variables have an influence on the dependent variable. The biggest direct influence is the effect of responsiveness on customer satisfaction. The results of the simultaneous regression test can be seen as follows:

**Table 2. Analysis of F Test Analisis Uji F in Research Variable**

Variable analysis	Significance	Adjusted R Square	description
Effect of X1 and X2 toward X3	0.00	0.436	There is an influence with a contribution of 43.6%
Effect of X1 and X2 toward Y	0.00	0.328	There is an influence with a contribution of 32.8%
Effect of X1, X2 and X3 toward Y	0.00	0.516	There is an influence with a contribution of 51.6%

Furthermore, the data analysis carried out is by using path analysis. The results of data analysis carried out using path analysis can be seen in the following figure.



**Figure 1. Path Analysis in This Research**

Based on these results, it can be stated that the path coefficient that is outside this model that participates in influencing the customer satisfaction variable is 0.561 or 56.1%. Then it can also be seen that the significance value is  $< 0.05$ , which is 0.00. Then  $Y1X1 = Y2X2 = Y1X3 = 0$ , it can be stated that the variables of professionalism, timeliness and responsiveness together affect customer satisfaction. The results of this study which show the direct and indirect effects of this research can be seen in the table below.

**Table 3. Analysis of Direct and Indirect Effects of Research**

<b>Variable Analysis</b>	<b>Direct</b>	<b>Indirect</b>
Effect of X1 Toward Y	0.0172	
Effect of X2 Toward Y	0.0331	
Effect of X3 Toward Y	0.335	
Effect of X1 and X2 toward X3	0.436	-
Effect of X1 and X2 toward Y	0.0328	-
Effect of X1, X2 and X3 toward Y	0.516	-
Effect of X1 Toward Y through X3	-	0.222
Effect of X2 toward Y through X3	-	0.210

Based on the data of table 3, it can be seen that a very strong direct influence is the responsiveness variable of 0.579 which is then followed by the punctuality variable and finally the professionalism variable which has a partial relationship to customer satisfaction of 0.0172. Then on responsiveness, professionalism has an effect of 0.383. While the timeliness variable has a contribution of 0.363.

Next step, the result of this research was analyzed. In this research, it has been found that the professionalism of officers accompanied by timeliness in service will have a direct positive impact on customer satisfaction. This means that professional officers accompanied by good timeliness in service will also provide good satisfaction to customers. Professionalism it has a positive influence on public service satisfaction. The service provider's ability to work has met the standard, with evidence of a positive influence on ability performance on customer satisfaction (Lanin, 2014). That professionalism affects satisfaction. Professionalism is important in satisfaction because professionalism has full involvement in customer satisfaction. This involvement is because professionalism has a character unique and can provide different satisfaction to each customer (Sonne, 1999).

On the other hand, if the staff is unprofessional and accompanied by no timeliness, the customer will be dissatisfied with the service. Professionalism is related to customer satisfaction (Hardiyanti, 2018). Customer perception is related to skills that are integrated with knowledge, professional competence, service management skills and communication with customers. These all have an influence on customer perceptions which will be shown through customer satisfaction (Rantung, 2015). Professionalism is not only related to work, but includes a commitment to serving others and being dedicated to their work, so that later it will create satisfaction for the people they serve (George, 2016). In addition, someone will be said to be professional if he is able to answer quickly what is needed by his customers (Brady & Cronin Jr, 2001; Frinaldi et al., 2022). Timeliness is related to the ability to provide services accurately, efficiently, and reliably. Punctuality can also be interpreted as a full commitment team in

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operation to avoid complaints. flexibility in service completion will increase customer satisfaction (Abu Bakar et al., 2016).

The results of this research indicate that there is an indirect effect of the professionalism variable on satisfaction through responsiveness. The indirect effect of these variables was stronger than the direct effect. Thus, it can be stated that in order to know the professionalism of officers in service and have a good impact on customer satisfaction, responsiveness of officers in service is needed. So service is not merely knowing the professionalism of officers in service and giving a good impact on customer satisfaction, it takes the responsiveness of officers in service. Responsiveness service providers can also be seen from the willingness and readiness of employees to provide services. The willingness and readiness of these employees are related to the ability to provide valid information to customers (Felix, 2017).

Liao (2016:3) states that responsiveness is not only needed to meet needs, but how officers can become professional when problems occur in service. Based on the results of this study, in addition to being directly affected, the timeliness variable also affects customer satisfaction indirectly through the responsiveness variable. This responsiveness can be seen from the ability of service providers to respond to customer needs with the certainty of the time given to customers when getting service, the existence of fast service and the willingness and readiness of officers to meet customer needs (Frinaldi et al., 2019b; Ibrahimi et al., 2016). Responsiveness is important in determining the future agency or service Provider Company in the long term. Responsiveness is one dimension that can increase satisfaction with long-term customers (Kattara, 2015). In addition, responsiveness to customer inquiries and complaints by service providers will increase customer satisfaction. It is missing the service completion process. Then, responsiveness be of positive value in conflict resolution between service providers and customer (Pandey, 2010).

The recommendation from this research that can be made by the related Immigration Office with professionalism to increase customer satisfaction the services provided by immigration are (1) increasing the capacity of immigration officers by providing training especially related with competent services, (2) conduct training that improve the skills of officers in providing services to customers Immigration office. Efforts were made to improve timeliness in service are (1) providing time clarity to customers, so there is certainty in waiting for one of them with an information board related to service time, (2) the availability of facilities and infrastructure to communicate with customers, thereby addressing the absence delays in the delivery of information from officers to office customers immigration. Meanwhile, to improve the responsiveness of officers in service, efforts that can be made are (1) increase the commitment of officers in provide fast and precise service, (2) improve discipline officers in providing services to customers. Despite having professionalism, punctuality and responsiveness influence customer satisfaction, there are still other factors in this study that is not examined but influences customer satisfaction. Therefore, further research is needed to determine the factors other factors that have a strong influence on shaping satisfaction customer. Then, this research is expected to be a basis in decision-making in the field of services especially related to customer satisfaction by Immigration Class II Agam in the future.

## Conclusion

This research has found that professionalism, timeliness and responsiveness have a positive influence both directly and indirectly on customer satisfaction with services at the Class II Agam Immigration Office. From the results of this study, it can be stated that the relationship between the independent variables and the independent variables is indirectly greater than the direct effect. The variable that has a major contribution in the correlation is the responsiveness variable. This research is fundamental because this research is one of the evaluations of public services that satisfy the community. Employee professionalism is very influential on service, it's just that some factors indirectly affect professionalism itself. Timeliness is also a matter to be considered in fulfilling satisfaction, so that timeliness is also a variable in this study. This research needs to be studied. Although in previous research, the variables of professionalism

and satisfaction have become a general study. However, this research is here to state that satisfaction is not only directly influenced by the independent variable, but there are also independent variables that indirectly affect the dependent variable.

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