

THE INFLUENCE OF INDIVIDUAL ABILITIES AND INDIVIDUAL CHARACTERISTICS ON THE SERVICE QUALITY OF SERBA JADI DISTRICT OFFICE EMPLOYEES IN SERDANG BEDAGAI DISTRICT

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Abstract

This research aims to determine the influence of individual abilities and individual characteristics on the service quality of employees at the Multipurpose District Office in Serdang Bedagai Regency. The type of research used is quantitative research. The nature of this research is replication. The analytical method used is a multiple linear regression model to determine the direction of the relationship between the independent and dependent variables, whether each variable has a positive or negative relationship. The results of this research testing the first hypothesis are accepted, meaning variable Individual Abilities influential on the Multipurpose District Office Service Quality variable. The second hypothesis test is accepted, meaning variable Individual Characteristics influential on the Multipurpose District Office Service Quality variable. The third hypothesis test is accepted, meaning the Individual Ability variable and the Individual Characteristics variable have a joint (simultaneous) effect on Service quality Multipurpose District Office. It is better to hope that the Serdang Bedagai District Office of Serdang Bedagai Regency can better appreciate or appreciate every work that has been completed by its employees, which can be shown by expressions given directly or by rewards for employees in order to improve employee performance.

Keywords: *Individual Abilities, Individual Characteristics and Service Quality*

1. INTRODUCTION

In general, every agency in carrying out its operational activities requires several factors that support the achievement of good performance and high productivity. Human resources, which are reflected in the characteristics of human resources or employees, are one of the most important factors, because without the role of quality human resources, all activities in an agency will not be carried out optimally. Every agency must be aware of the success or failure of its tasks and functions. Implementation depends on human resource (HR) factors. Human resources are people who provide energy, talent, creativity and effort to an organization, company or agency.

This can affect the quality of service an employee carries out their work. According to research conducted by (Suwardhi, 2019) based on research results that the quality of public services at the Talatako District Office, Tojo Una-una Regency, the inhibiting factor in the implementation of public services at the Talatako District Office, Tojo Una-una Regency is the lack of employee resources and the lack of infrastructure. Meanwhile, the supporting factors are encouraging each other's employees, holding coordination meetings or some kind of evaluation every three months and then instilling awareness of serving the community sincerely and according to conscience. Service quality according to the theory put forward by (Riyanto, 2018) stated that "service quality is a measure of how well the level of service provided is able to meet customer expectations". Service quality is providing perfection of services carried out by service providers in meeting the needs and desires of the community as well as accuracy of delivery to match community expectations. Service quality is an important thing that must be considered and maximized so that it can survive and remain the choice of the community. Service quality is not only based on recognition or

THE INFLUENCE OF INDIVIDUAL ABILITIES AND INDIVIDUAL CHARACTERISTICS ON THE SERVICE QUALITY OF SERBA JADI DISTRICT OFFICE EMPLOYEES IN SERDANG BEDAGAI DISTRICT

Indra Welly Arifin, Hastuti Handayani Harahap, Frederick Rudy Sentosa Rajagukguk, Nikson Sitindaon

assessment from the service provider, but actually the assessment is given by the party receiving the service, for example whether or not it addresses complaints from the public or service users.

The following are the types of services available at the Serdang Bedagai Regency Multipurpose Subdistrict office:

Table 1.1
Types of Services at the Multi-purpose Subdistrict Office, Serdang Bedagai Regency

No	Kind of service	Form of Service
1	Population Administration	Making KTP
		Making a Birth Certificate
		Making a Death Certificate
2	Licensing Cover Letter	Building Construction Permit(IMB)
		Business license(SIUP)
3	Cover Letter Information	Land Certificate (SKT), Compensation Certificate (SKGR), Sale and Purchase, Grant Statement
		Transfer Certificate
4	Other Letters	Letter of recommendation
		Legalize

Source: Multipurpose Subdistrict Office, Serdang Bedagai Regency 2023

Based on table 1.1, the types and forms of services available at the sub-district office All-in-one Serdang Bedagai Regency. As with the type of population administration service, the form of service provided by employees of the Serdang Bedagai Regency Multi-purpose Subdistrict office to the community is making KTPs, making birth certificates, making death certificates.

There are many employee services for One of the community services is employee services in making KTPs. KTP is an official identity that must be owned by every individual who is an Indonesian citizen aged 17 years and over or also 17 years and under for those who are married under the age of 17, and KTP is also valid nationally. In order to realize orderly national population administration, the government is responsible for providing accurate and up-to-date data. It is hoped that government officials throughout Indonesia will carry out good and quality public services for the community. There is still a lot that needs to be corrected in Indonesian public services and this does not rule out the possibility at the Multi-purpose Subdistrict Office which is one of the government organizations that implements E-KTP services in the region. Multipurpose District. Of course, there are several problems faced in making e-KTPs at the Multi-purpose Subdistrict Office.

Based on the results of facts in the field, researchers found that the Multi-purpose Subdistrict Office had problems regarding service delivery, Whether the service provided is in accordance with community expectations or not, in essence good service is service that is in accordance with community expectations and should be of high quality. The service problem with e-KTP that is currently often found in local government agencies, especially at the Multi-purpose Subdistrict Office, is that there are many complaints from the public regarding the service that occurs at that office. One of the cases regarding the E-KTP program that occurred was "the lack of friendly staff at the Multi-purpose Subdistrict Office in carrying out community services," complained the people who came. The respondent admitted that he had taken care of going to the Multi-purpose Subdistrict Office, and when he arrived at the office to register for the E-KTP, the employees were not friendly towards the people who would provide the service. The second case regarding the E-KTP program is that there is no queue number provided by the office, which results in many people entering not being in the queue they should be in. Based on the respondents found, they expressed that they were disappointed because the respondents arrived early but other people are processed first. As stated by community members, it can be concluded that there are many problems and

deficiencies that exist in providing services, so the Multi-purpose Subdistrict Office should improve the quality of services and improve the quality of services provided by employees/performers. service provider at the Multipurpose Subdistrict Office. So that the public will feel happy and satisfied and be loyal to the Multi-purpose Subdistrict Office. Public dissatisfaction is indicated by the quite expensive costs due to the fact that the costs determined by regional regulations do not correspond to the existing reality. In community life, it is known as "voluntary fees or thank you money", so that people perceive that there are differences in costs between one community and another when taking care of administrative needs in a population of the same type. Situations like this can give rise to public assumptions that will worsen the image of service providers. On the other hand, there is an opinion that the services provided are sometimes a bit difficult, when the people who administer the services are not people who are used to providing services.

Then this can also affect the quality of service through an employee's individual abilities. According to research conducted by (Rorora, 2018), The Influence of Ability and Personal Skills on Service Quality at PT BANK SULUT Manado Head Office. Improving the quality of public services is now becoming increasingly prominent and has even become a public demand. An issue that is often criticized by the public or service recipients is the perception of "quality" inherent in all aspects of service. Individual abilities According to (Winardi, 2019) An individual's abilities to continue running a business in carrying out various tasks until it is successful that a person can carry out. The overall individual abilities of personnel are essentially shaped by these characteristics. One of the direct results of the nature of the abilities that every organizer must have is to continue to cultivate initiative. Employees should have good work abilities, be skilled and be able to work efficiently so that their performance will also be better.

Based on field facts, researchers found that individual ability is a basic characteristic of a person that makes it possible employees produce superior performance in their work. Individual abilities include technical abilities, conceptual abilities and the ability to live. Technical abilities relate to knowledge and skills to achieve agreed results, the ability to think about problems and look for alternative solutions to problems. Conceptual abilities relate to the ability to see the outline of a problem, test various assumptions and change perceptions. The ability to live is related to the ability to be effective with other people, including the ability to listen, communicate, create agreements, find alternative solutions in completing tasks. Then there are also things that can influence the quality of an employee's service in carrying out their work through individual characteristics. Individual characteristics are that each person has views, goals, needs and abilities that are different from each other. (Fauziah, 2019) Individual characteristics are interests, where attitudes create someone is satisfied with certain objects or ideas. Interest has a positive impact on achieving job satisfaction. Individual characteristics must receive serious attention from the company. Every human being has individual characteristics that differ from one another.

Based on the results of field facts found by the researcher through the results of the researcher's initial observations and interviews do to employees there are problems related to individual characteristics at the Multi-purpose Subdistrict Office. The results of the interviews showed that employees felt that their interests were less able to support the work they were doing, this was because employees who had worked in their field of work had to be seconded to other departments, for example employees in the General and Personnel Department who had to be seconded to the Planning Department. and Finance, thereby causing a decrease in employee performance.

2. LITERATURE REVIEW

Service quality

(Manengal, B., Kalangi, JA, & Punuindoong, 2021) states that service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. (Dzikra, 2020) also states that service quality is a strategic system involving all work units or organizational units from leaders to employees so that it meets the needs expected by consumers, then (Putri, SD, &

THE INFLUENCE OF INDIVIDUAL ABILITIES AND INDIVIDUAL CHARACTERISTICS ON THE SERVICE QUALITY OF SERBA JADI DISTRICT OFFICE EMPLOYEES IN SERDANG BEDAGAI DISTRICT

Indra Welly Arifin, Hastuti Handayani Harahap, Frederick Rudy Sentosa Rajagukguk, Nikson Sitindaon

Arifiansyah, 2020)states that service quality is the service provided to customers in accordance with service standards that have been standardized as guidelines for providing services.

Individual Abilities

According to(Arini, 2018)Individual ability is a strong relationshipwith the physical and mental abilities that a person has to do the job.(Wibowo, 2019)explains that abilityshows an individual's capacity to realize various tasks in work. Individual overall abilities are basically formed by two groups of important factors, namely Intellectual and Physical Abilities.(Tuminto, 2017)states that ability is ability, skill or strength.

Individual Characteristics

Individual characteristics are each personhave views, goals, needs and abilities that are different from each other, and these differences will be carried over into the world of work, which will cause one person's satisfaction with another to be different, even though they work in the same place(AKM, 2017).Meanwhile, according to(Damuri, 2017)The definition of individual characteristics is a characteristic or character or personality that is unique to a person. Characteristics themselves are traits or traits while individuals are individuals, individuals(Sunuharyo, 2018).

3. IMPLEMENTATION METHOD

The type of research used is quantitative research. According to(Sugiyono, 2016), quantitative research is a research method that places more emphasis on the aspect of objective measurement of social phenomena.

The nature of this research is replication. According to(Sugiyono, 2016), Replication research is a repetition of a basic experiment. The nature of replication research, namely a repetition of previous research that is similar but with different objects, variables and periods.

In this research, the sampling technique used was non-probability sampling with the technique taken being saturated sampling (census). According to(Sugiyono, 2016)Saturated sampling technique is a sample determination technique when all members of the population are used as samples. Therefore, researchers selected samples using saturated sampling techniques because the population size was relatively small.

The data analysis used in this research is analysismultiple regression using SPSS version 25 software. In the multiple regression analysis process, classical assumption tests were also carried out consisting of multicollinearity tests, normality tests and heteroscedasticity tests. Hypothesis testing consists of the F test and t test.

4. RESULTS AND DISCUSSION

Classic assumption test

The testing of classical assumptions with the SPSS 25.00 program carried out in this research includes:

Normality test

The Normality Test aims to test whether in the regression model, confounding or residual variables have a normal distribution (Ghozali, 2016).

Table 1. One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		31
Normal Parameters, b	Mean	20.5161290
	Std. Deviation	,72647614
Most Extreme Differences	Absolute	,116
	Positive	,085
	Negative	-,116
Statistical Tests		,116
Asymp. Sig. (2-tailed)		,200c,d
Monte Carlo Sig. (2-tailed) Sig.		,759e
99% Confidence Interval		Lower Bound ,747
		Upper Bound ,770

- a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Based on 10000 sampled tables with starting seed 2000000.
Source: Data processed (2023)

From the output in table 1, it can be seen that the significance value (Monte Carlo Sig.) for all variables is 0.759. If the significance is more than 0.05, then the residual value is normal, so it can be concluded that all variables are normally distributed.

Multicollinearity Test

The multicollinearity test aims to find out whether in the regression model there is a correlation between the independent variables. The multicollinearity test in this research is seen from the tolerance value or variance inflation factor (VIF).

Table 2. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B		Beta				
1	(Constant)	13,610	4,650		2,927	,007		
	Individual_Ability_X1	,247	,087	,365	2,819	,003	,646	1,549
	Characteristics_Individual_X2	,464	,147	,393	3,162	,001	,703	1,423

- a. Dependent Variable: Service_Quality_Y
Source: Data processed (2023)

Based on table 2, it can be seen that the tolerance value of the Individual Ability variable (X1) is 0.646, and variable Individual Characteristics (X2) is 0.703, all of which are greater than 0.10, while the VIF value of the Individual Ability variable (X1) is 1.549, and the Individual Characteristics variable (X2) is 1.423, all of which are smaller than 10. Based on the calculation results in Above it can be seen that the tolerance value for all independent variables is greater than 0.10 and the VIF value for all independent variables is also smaller than 10 so that there are no symptoms of correlation in the independent variables. So it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

THE INFLUENCE OF INDIVIDUAL ABILITIES AND INDIVIDUAL CHARACTERISTICS ON THE SERVICE QUALITY OF SERBA JADI DISTRICT OFFICE EMPLOYEES IN SERDANG BEDAGAI DISTRICT

Indra Welly Arifin, Hastuti Handayani Harahap, Frederick Rudy Sentosa Rajagukguk, Nikson Sitindaon

Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has unequal variances from the residuals of one observation to another.

Table 3. Glejser Test Results

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.			
	B		Beta			Tolerance	VIF	
1 (Constant)	1,214	2,551		,476	,638			
Individual_Ability_X1	-,133	,133	-,213	-,996	,328	,734	1,363	
Characteristics_Individual_X2	,161	,122	,281	1,317	,199	,734	1,363	

a. Dependent Variable: ABS_RES

Source: Data processed (2023)

The results of the Glejser test show that the sig value of the Individual Ability variable (X1) is 0.328, and the Individual Characteristics (X2) is 0.199, both of which are greater than 0.050, so it can be concluded that there are no symptoms of heteroscedasticity.

Linear Regression Testing

Linear regression testing explains the large role of the independent variable on the dependent variable. Data analysis in this study used two linear regression equations, using SPSS 25.00 for windows.

Table 4. Linear Regression Results

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.			
	B		Beta			Tolerance	VIF	
1 (Constant)	13,610	4,650		2,927	,007			
Individual_Ability_X1	,247	,087	,365	2,819	,003	,646	1,549	
Characteristics_Individual_X2	,464	,147	,393	3,162	,001	,703	1,423	

a. Dependent Variable: Service_Quality_Y

Source: Data processed (2023)

Based on these results, the linear regression equation has the formulation: $Z = b + b_1X_1 + b_2X_2 + \epsilon_1$, so that the equation is obtained: $Z = 13.610 + 0.247X_1 + 0.464X_2$

Coefficient of Determination (R²)

The coefficient of determination is used to see how much the independent variable contributes to the dependent variable. The greater the value of the coefficient of determination, the better the ability of the independent variable to explain the dependent variable.

Table 5. Coefficient of Determination

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,644a	,515	,482	1,373	2,020

a. Predictors: (Constant), Individual_Characteristics_X2, Individual_Abilities_X1

b. Dependent Variable: Service_Quality_Y

Source: Data processed (2023)

It can be seen that the adjusted R square value is 0.482 or 48.2%. This shows that the variables are Individual Ability variables (X1), and variables Individual Characteristics (X2) can explain the Service Quality Variable (Y) by 48.2%, the remaining 51.8% (100% - 48.2%) is explained by other variables outside this research model, such as Work Engagement, Employee Competence and Work Spirit.

t Test (Partial)

The t statistical test is also called the individual significance test. This test shows how far the independent variable partially influences the dependent variable.

Table 6. Partial Test (t)

Coefficientsa							
		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	13,610	4,650		2,927	,007	
	Individual_Ability_X1	,247	,087	,365	2,819	,003	,646 1,549
	Characteristics_Individual_X2	,464	,147	,393	3,162	,001	,703 1,423

a. Dependent Variable: Service_Quality_Y

Source: Data processed (2023)

1. Hypothesis Testing the Influence of the Individual Ability Variable (X1) on the Service Quality Variable (Y). From this description it can be seen that $t_{count} (2,819) > t_{table} (2,045)$, likewise with a significance value of $0.003 < 0.05$, it can be concluded that the first hypothesis is accepted, meaning variable Individual Ability (X1) influential on the Service Quality variable (Y).
2. Hypothesis Testing of Variable Influence Individual Characteristics (X2) on Service Quality Variables (Y). From this description it can be seen that $t_{count} (3,162) > t_{table} (2,045)$, and the significance value is $0.001 < 0.05$, so it can be concluded that the second hypothesis is accepted, meaning variable Individual Characteristics (X2) influential on the Service Quality variable (Y).

F Test (Simultaneous)

This test basically shows whether all the independent variables included in this model have a joint influence on the dependent variable.

Table 7. Simultaneous Test Results (F)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,833	2	24,044	12,754	,000b
	Residual	125,909	28	4,497		
	Total	141,742	30			

THE INFLUENCE OF INDIVIDUAL ABILITIES AND INDIVIDUAL CHARACTERISTICS ON THE SERVICE QUALITY OF SERBA JADI DISTRICT OFFICE EMPLOYEES IN SERDANG BEDAGAI DISTRICT

Indra Welly Arifin, Hastuti Handayani Harahap, Frederick Rudy Sentosa Rajagukguk, Nikson Sitindaon

a. Dependent Variable: Service_Quality_Y

b. Predictors: (Constant), Individual_Characteristics_X2, Individual_Abilities_X1

Source: Data processed (2023)

From this description it can be seen that $F_{count} (12.754) > F_{table} (3.34)$, and the significance value is $0.000 < 0.05$, so it can be concluded that the third hypothesis is accepted, meaning the Individual Ability variable (X1), and the variable Individual Characteristics (X2) have a joint (simultaneous) effect on Service Quality (Y).

The Influence of Individual Ability Variables on Service Quality Variables

Based on the results of the analysis of the first hypothesis, it is accepted, meaning variable Individual Abilities influential on the Service Quality variable. (Salem et al, 2017) said work ability is how good a worker is now and in the near future and how capable he is of doing his job taking into account job demands, health and mental resources. Based on field facts, researchers found that individual ability is a person's basic characteristic that allows employees to produce superior performance in their work. Individual abilities include technical abilities, conceptual abilities and the ability to live. Technical abilities relate to knowledge and skills to achieve agreed results, the ability to think about problems and look for alternative solutions to problems.

The Influence of Individual Characteristic Variables on Service Quality Variables

Based on the results of the analysis of the second hypothesis, it is accepted, meaning variable Individual Characteristics influential on the Service Quality variable. (Wibowo, 2019) explains that ability shows an individual's capacity to realize various tasks in work. Congenital characteristics are hereditary characteristics that are possessed from birth, both regarding biological factors and social psychological factors. Individual behavior is greatly influenced by how the individual characteristics that characterize one person are different because each person has different potential and needs.

Influence of Individual Abilities and Individual Characteristic variables have a joint (simultaneous) effect on Service quality

An individual's ability to continuously improve the quality of service is a legal requirement for the survival of an organization in carrying out all activities. An organization, whether government or business organization, requires all types of resources, namely capital, raw materials, machines, and also labor (HR). Among all resources, human resources are the most important factor and also determine the success or failure of an organization in achieving its goals. If there are no human resources, the organization will not be able to carry out its functions properly.

5. CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. The first hypothesis is that variable Individual Abilities influential on the Multipurpose District Office Service Quality variable.
2. The second hypothesis is that variable Individual Characteristics influential on the Multipurpose District Office Service Quality variable.
3. The third hypothesis is that the Individual Ability variable and the Individual Characteristics variable have a joint (simultaneous) effect on Service quality Multipurpose District Office.
4. It is hoped that the Serdang Bedagai District Office of Serdang Bedagai Regency will be able to better appreciate or appreciate every work that has been completed by its

employees, which can be shown with expressions given directly or rewards for employees in order to improve employee performance.

5. Expected KSerdang Bedagai Regency's Multipurpose Subdistrict office can maintain and improve the individual abilities and individual characteristics of employees, Serdang Bedagai Regency's Multipurpose Subdistrict Office employees are more alert in providing services to the community.

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