

The Influence of Human Resource Empowerment Management on Service Quality in the Department of Employment, Cooperatives and Small Medium Enterprises Sumedang Regency

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Abstract

Based on the observations of the researchers, it was shown that in the Field of Training, Placement and Expansion of Job Opportunities, the Department of Manpower, Cooperatives and Small and Medium Enterprises, Sumedang Regency, obtained information that there were problems regarding service quality (study of making job seeker cards). Researchers suspect that the problem is caused by the lack of empowerment of human resources, such as: lack of training, lack of complete work equipment and lack of motivation given by the leadership. The research method used is a descriptive analysis method with a quantitative approach. Data collection techniques were carried out in two ways, namely library research and field studies which included observations, interviews and questionnaires with analysis using a Likert scale. As for the determination of the sample used is using the saturated sampling technique. Furthermore, to test the instrument validity test using Pearson's product moment correlation and reliability test using Cronbach's alpha. Then to analyze the results using the correlation coefficient test to test the relationship, simple linear regression test to test the effect and the coefficient of determination test to determine the percentage of the influence of the human resource empowerment variable on service quality. The results of the study based on an analysis using the SPSS (Statistical & Product and Service Solution) version 21 program showed a strong level of influence between the empowerment of human resources on service quality with a value of 79.5% and the remaining 20.5% was influenced by the following factors.

Keywords: Management, Empowerment Management, Human Resources, Service Quality.

Introduction

The organization is a gathering place for a group of people who work together systematically and rationally to achieve their goals by utilizing existing resources. The resources that exist within an organization include (man) people, (money) money, (material) work raw materials, (machine) work equipment and (method) work procedures. One of the most crucial elements in determining the progress of an organization is human resources because human resources have the main function of managing other resources. The smooth running of an organization's activities depends on the expertise and intelligence of its human resources. Government organizations that have the function of providing services to the public must have qualified human resources, creative,

Public services are all forms of service activities carried out by government organizations as an effort to fulfill the needs of a person or community. Services can be said to be of high quality if the services provided to the community are in accordance with existing service standards (Mursyidah & Choiriah, 2020:32).

The Office of Employment, Cooperatives and Small and Medium Enterprises of Sumedang Regency is a local government organization as the executor of public service affairs in the field of Employment, Cooperatives and Small and Medium Enterprises of Sumedang Regency. The main tasks and functions of the Sumedang Regency Employment, Cooperatives and Small and Medium Enterprises Office, imply that the Sumedang Regency Employment, Cooperatives and Small and Medium Enterprises Office is the only official provider of labor for the Sumedang Regency government for companies operating

throughout Indonesia.

In this digitalization era, job seeker card services at the Department of Employment, Cooperatives and Small and Medium Enterprises of Sumedang Regency have not been able to make optimal use of technology. This phenomenon can be seen from the job seeker card service process which is still carried out face to face by coming directly to the office.

The problem that occurs is that the online job seeker card service process takes 2 days which is longer than the direct process as can be seen from the large number of people who make job seeker cards by coming to the office even though the service process can already be done online. In addition, the finished job seeker cards cannot be downloaded directly but must be taken to the office which causes a buildup of job seeker cards due to the lack of information provided and the lack of response from employees on social media resulting in delays for the public to pick them up.

Another problem that occurs is the lack of comfort and the lack of area of the waiting room for the job seeker card service because it is integrated with the parking lot so that when many people come to make or pick up job seekers' cards they often wait standing, squatting and even waiting in a place quite far from their service place.

Based on this, the management of empowering human resources, especially employees of job seeker card services, must be carried out so that the potential of service officers can be empowered for the benefit of the organization, especially in improving service quality. In addition, in this digital era, the management of empowering human resources for job seeker card service officers is urgently needed to face global challenges. One of the most crucial challenges at this time is related to the discourse on the challenge of robotization which is a threat to job seeker card service officers in the future, especially in terms of public services. Therefore,

The management of empowering human resources for search card service officers can be carried out through training activities, providing motivation, providing work equipment and providing digital competence. The existence of management of human resource empowerment management of job seeker card service officers aims to improve quality, creativity, innovation, and responsibility. Therefore, the progress of Science and Technology (Science and Technology) is expected to be a solution to the challenges faced through collaborative technology and human resources, in the sense that technology is only a tool, while humans are the controllers.

The relationship between the management of human resource empowerment management and the quality of job seeker card service is very close, because the management of human resource empowerment management for job seeker card service officers aims to improve their quality as job seeker card service officers in the hope that the services provided can be maximized.

Based on the assessment that has been carried out, it turns out that there is still a tendency for the quality level of job seeker card services to be low. This can be seen from several indicators as follows:

1. Tangible, namely physical facilities are still low. This can be seen from the narrow waiting room because it is united with the employee parking lot and there are no queuing machines.
2. Reliability is still low, especially in the use of technology. This can be seen from when the job seeker card service was carried out online, but the people who proposed making it still had to come to the office to bring the card.

3. Responsiveness is still low. This can be seen from the employees who are not responsive in responding to questions or complaints from the public, especially on social media such as Instagram.

Observing this phenomenon, researchers suspect that the management of empowering human resources for job seeker card service officers has not been carried out properly. This can be seen from:

1. The provision of training and education is still lacking, especially digital competency for employees so that the abilities possessed by employees cannot develop, as seen from the ineffectiveness of making job seekers' cards online but they still need to come to the office to pick up the card.
2. Provision of inadequate equipment such as the absence of work space for service personnel so that officers perform services in the hallways of the building and the layout of the staff is very disorganized because of the narrow space.

The purpose of this research are to find the influence human resource empowerment management has on service quality at the office of employment, Cooperatives and Small and Medium Enterprises of Sumedang Regency.

Methods

The objects in this study are the Field of Training, Placement and Expansion of Job Opportunities at the Office of Employment, Cooperatives and Small and Medium Enterprises, Sumedang Regency. This research uses a quantitative approach, namely systematic scientific research on parts and phenomena and their relationships. Quantitative research is used to test certain theories by examining the relationships between variables (Sugiyono (2013:2). The variables in this research consist of an independent variable, namely Human Resource Empowerment Management (X) and a dependent variable, namely Service Quality (Y).

The population in this research is the Training, Placement and Expansion of Job Opportunities Sector at the Department of Manpower, Cooperatives and Small and Medium Enterprises of Sumedang Regency, totaling 15 people and the community as many as 15 people. The sampling technique in this study used a saturated sampling technique, which means 15 employees in the Training, Placement and Expansion of Job Opportunities Division at the Department of Employment, Cooperatives and Small and Medium Enterprises of Sumedang Regency and an accidental technique for sampling people at the research location. and has made job seeker cards for 15 people.

This research data collection technique was carried out through literature study, observation, interviews, and distribution of questionnaires. After the data was collected, statistical analysis was carried out through correlation coefficient tests, simple linear regression analysis, and coefficient of determination analysis.

Result and Discussion

Human Resources Empowerment Management

1. Envision

Based on the results of observations that have been made by researchers regarding the dimensions of developing a shared vision (Envision) that is running as it should, it can be

seen that when employees complete work according to the SOP as a form of developing a shared vision in order to realize organizational goals, namely providing quality services.

Based on the results of interviews with the Head of the Training, Placement and Expansion of Employment Opportunities, information was obtained that leaders always direct their employees to have the same vision in order to make it easier to achieve the goals that have been made before and must understand the goals of the organization so that each employee has direction in carrying out work.

Based on the description the researcher analyzed that the dimensions of developing a shared vision (Envision) have been running optimally, employees always do work in accordance with SOPs and are directed at organizational goals which will make it easier for the organization to achieve its goals in improving service quality.

2. Educating Employees

Based on the results of observations that have been made by researchers regarding the dimensions of Educating Employees (Educate) it has not been carried out optimally. This can be seen from the lack of employee digital competence due to the lack of training provided so that there has been no progress in the service process in this digitalization era. Even so, employees solve the problem by means of people still coming to the office to bring the job seeker's card.

Based on the results of interviews with the Head of Training, Placement and Job Opportunity Expansion, information was obtained that the organization did not provide training to employees because there was still a shortage of training funds so that the online service process provided was longer and more complicated than the usual service process.

Based on the description above, the researcher analyzes that the Educate Employee dimension has not been implemented optimally, as seen from the lack of training provided to employees and there are still employees who disagree with the statement of doing creative problem solving. The dimension of educating employees (Educate) needs to be optimized again so that employees can improve their skills, be able to make decisions independently, take initiative so that the jobseeker card services provided can be of high quality.

3. Eliminate the Obstacles

Based on the results of observations that have been made by researchers regarding the dimension of eliminating obstacles (eliminate) it has been carried out optimally. This can be seen from the leadership always asking complaints and wishes to employees to find out whether the services provided to the community have been running effectively and efficiently or not.

Based on the results of interviews with the Head of the Training, Placement and Expansion of Employment Opportunities, information was obtained that the service head always tries to eliminate obstacles that will hinder the creation of quality services. The head of the service always provides an opportunity for employees to communicate their obstacles or ideas with the aim of knowing the condition of employees and minimizing existing obstacles.

Based on the description above, the researcher analyzes that the dimension eliminates obstacles (eliminate) that in the Field of Training, Placement and Expansion of Job Opportunities the Office of Employment, Cooperatives and Small and Medium Enterprises of Sumedang Regency has provided convenience in carrying out work with clear regulations and procedures so that there are no obstacles in carrying out work.

4. Expressing Desires

Based on the results of observations that have been made by researchers regarding the dimensions of expressing a desire (Express) it has been carried out as it should. This can be seen from the two-way communication between the head of the service and employees, the head of the service always provides opportunities for employees to analyze the problems that exist in the service. The head of the service does not discriminate in receiving input because according to him all employees have the right to express their wishes that employees can provide quality services to the community.

Based on the results of interviews with the Head of Training, Placement and Expansion of Job Opportunities, information was obtained that motivation is very important to create morale, therefore leaders and employees always provide motivation to each other either verbal motivation or rewards.

Based on the results of interviews with the Head of the Training, Placement and Expansion of Employment Opportunities, information was obtained that the head of the service always asks for wishes, ideas or ideas from employees that aim to create higher quality services and create harmony at work, and employees are always professional at work by providing good service, prioritizing the interests of society rather than personal interests in working time.

Based on the description above, the researcher analyzed that the dimension of expressing a desire (Express) had been carried out as it should. This can be seen from the mutual openness to each other, the existence of two-way communication between leaders and subordinates so that there are no misunderstandings in work and can adapt to their duties and obligations so that they can carry out their duties optimally. High professionalism by prioritizing the interests of society and organizational goals from personal interests during working hours is a good step to improve service quality.

5. Provide Motivation

Based on the results of observations that have been made by researchers regarding the dimensions of providing motivation (motivation) that has been carried out by the head of service to employees in carrying out their work, the aim is to improve employee performance so.

Based on the description above, the researcher analyzed that the dimensions of motivation (motivation) had not been fully implemented optimally because there were still 13.3% of respondents' answers which stated that they did not agree with the statements that the researchers gave. In carrying out work, it is necessary to have motivation from a leader because an inspirational leader is a leader who acts by motivating and inspiring his subordinates to realize organizational goals.

6. Giving Equipment

Based on the results of observations that have been made by researchers regarding the dimensions of providing equipment, it is not in accordance with what is needed. It can be seen from the absence of a room for job seeker card service officers so that officers carry out services in the hallways of the building, the layout of the employees is not organized because the rooms are very narrow so that comfort decreases. Whereas comfort in work is very important to increase work productivity.

Based on the results of interviews with the Head of Training, Placement and Expansion of Job Opportunities, information was obtained that service equipment was still inadequate. This can be seen from the lack of service rooms for guests so that visiting guests

cannot be served properly and have to sit in the employee's room. The employee room is very narrow, there is no distance at all from one employee's desk to another so there is no privacy, comfort in working. In addition, officers perform services in the halls of the building which causes a lot of disruption to their concentration so that the services provided are not optimal.

Based on the description above, the researcher analyzed that the dimensions of providing equipment were still inadequate, as seen from the many employees who disagreed and strongly disagreed with the statements given by the researchers. It can also be seen from the lack of room for both employees and the community. Completing employee work facilities will make employees enthusiastic, comfortable and can facilitate the work of employees so that the services provided can be of high quality.

7. Conducting Evaluation

Based on the results of observations that have been made by researchers regarding the dimensions of evaluating has been carried out optimally. It can be seen that the leadership always evaluates and employees always carry out their duties in accordance with the SOP so that the work carried out by employees remains aligned with organizational goals, namely providing quality services.

Based on the results of interviews with the Head of Training, Placement and Expansion of Job Opportunities, information was obtained that work evaluations are always carried out to monitor the progress of each job carried out by employees, this aims to increase employee work productivity in providing services to the community.

Based on the description above, the researcher analyzed that the dimensions of conducting the evaluation had not run optimally. It can be seen from the fact that there are still employees who disagree with the statement that there is an evaluation of work results, so that the evaluation of work results must be optimized again to see the extent to which the implementation of work carried out by employees is in accordance with the SOP or not in order to avoid negative impacts that hinder the implementation of work. In addition, the existence of evaluation activities can be used as material for improving employee performance in providing services to the community.

8. Expect Success and Problems

Based on the results of observations that have been made by researchers regarding the dimensions of expecting success and problems (Expect) it has been carried out as it should. It can be seen that employees always carry out their work in accordance with existing SOPs so that organizational goals can be achieved. However, employees have not been able to overcome the existing problems and are always confused when there are many applicants for job seeker cards.

Based on the results of interviews with the Head of Training, Placement and Expansion of Job Opportunities, information was obtained that all employees always have the hope of being able to provide quality service, one of the ways they do this is by working according to the SOP. However, employees have not been able to overcome existing problems, especially in technical terms, this is due to the lack of training given to employees.

Based on the description above, the researcher analyzed that the dimensions of expecting success and problems (Expect) had not been implemented optimally. This can be seen from the fact that there are still 40% of employees who disagree with the statement that they can overcome existing problems. This means that employees still find it difficult to deal with existing problems, especially problems in technical terms. To overcome this, employees

must take part in technical training in order to develop their abilities and employees must also be given confidence in decision making so that whatever happens employees will feel confident to solve the problem. Mutual trust in doing work is one way to improve employee performance so that the services provided to the community will also be of higher quality.

Service Quality

1. Tangibles

Based on the results of observations that have been made by researchers regarding Tangibles dimensions, they are not as expected. This can be seen from the narrow waiting room because it is united with the employee parking lot so that people who are waiting for the service process cannot all sit in waiting chairs because there are only 4 rows available, people wait while squatting, standing or looking for other seats far from the location.

Based on the description above, the researcher analyzed that the Tangible dimensions were not in accordance with what was expected, this can be seen from the small official buildings, waiting rooms in employee parking lots, incomplete service equipment which causes discomfort and dissatisfaction with the community in making a job seeker card.

2. Reliability

Based on the results of observations that have been made by researchers regarding the Reliability dimension, it is as expected. This can be seen when employees do not make mistakes when inputting data for making job seeker cards, of course this will make people satisfied with the results of the service they receive.

Based on the results of interviews with the Head of Training, Placement and Expansion of Job Opportunities and the community who have made job seeker cards, information is obtained that employees have worked according to their respective duties and the service process provided is clear in accordance with predetermined procedures, the community You can see the job seeker card service procedures on the posters that have been affixed in several corners of the office so that people are not mistaken about what steps will be taken.

Based on the description above, the researcher analyzed that the Reliability dimension had been well implemented by employees in providing job seeker card services. This can be seen from the job seeker card service employees who always carry out their duties in accordance with their duties and functions and can be relied upon in carrying out their duties and obligations.

3. Responsiveness

Based on the results of observations that have been made by researchers regarding the dimensions of the response (responsiveness) is not as expected. This can be seen from the online job-seeking card service process that takes 2 days which is longer than making a job-seeker card directly, it only takes 5-10 minutes and employees are also not responsive in answering questions or complaints from the public on Instagram accounts.

Based on the results of interviews with the Head of Training, Placement and Expansion of Job Opportunities and the community who have made job seeker cards, information is obtained that employees have not fully been able to respond to complaints and questions from the community because they do not yet have a special Instagram admin, so you can't do it all the time. Open and respond to community inquiries. As for the speed of online service, it still takes a long time from the usual service process and you still have to

bring the card to the office. The jobseeker card service cannot be provided as effectively and efficiently as possible even though the service is online. Based on the description above, the researcher analyzes that the Responsiveness dimension has not worked as it should.

4. Assurance

Based on the results of observations that have been made by researchers regarding the dimensions of assurance (assurance) are in accordance with applicable regulations. This can be seen from the suitability of completing the card for making job seekers' cards within the specified time.

Based on the results of interviews with the Head of Training, Placement and Expansion of Job Opportunities and the community who have made job seeker cards, information is obtained that certainty of time and authenticity has been carried out in accordance with applicable regulations. This can be seen from the making of job seeker cards which can be completed in 2 days according to the provisions and the community gets original cards to use according to their needs. Based on the description above, the researcher analyzed that the dimensions of Guarantee (Assurance) have been carried out in accordance with applicable regulations.

5. Empathy

Based on the results of observations that have been made by researchers regarding the dimensions of ethics/attitude (empathy) it has been carried out very well. This can be seen when there are people who come to the Office to make a job seeker card while the process of making a job seeker card is done online and then the employee explains the service process in a friendly and polite manner that the community must first register on the web that has been provided.

Based on the results of interviews with the Head of the Training, Placement and Expansion of Job Opportunities and the community who had made job seekers' cards, information was obtained that a friendly attitude, courtesy and prioritizing the interests of the community had been well implemented. The head of the department explained that empathy is one of the characteristics that government employees must have, especially those who are in charge of serving the community because it will create experiences that will never be forgotten by everyone.

Based on the description above, the researcher analyzed that the Empathy dimension applied by employees to serve the community in making job seeker cards had been carried out properly which would certainly improve the quality of services provided.

Conclusion

Based on the results of the research and discussion regarding the Influence of Human Resource Empowerment Management on the Quality of Service in the Department of Employment, Cooperatives and Small and Medium Enterprises of Sumedang Regency (Study of Making Job Seeker Cards in the Field of Training, Placement and Expansion of Job Opportunities), then in this chapter the researcher draws conclusions that human resource empowerment management has a very strong relationship with service quality and has a significant influence between human resource empowerment management on service quality.

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