Effects Reliability, Tangible, Assurance, Responsiveness to Performance HR through Digital Service Quality in Batam Government

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Abstract--- *The word "Disruption" has recently become a concern and entered into the line of state institutions, while the 4.0 era is the digital era, where the IR demands governance towards innovation, adaptation, and transparency. The IR 4.0 also requires the government to use a digitalization system in all aspects of services such as e budgeting, e-learning, E KTP, e Planning, etc., to what extent the government has prepared quality services, then to support HR in the IR era 4. 0. The population of this research is all of the State Civil Apparatuses who take policies in development, amounting to 300 respondents using the formula of Slovin with a sample of 171 respondents. Data evaluation was done using SEM. The platform used for structural analysis is AMOS and SPSS for descriptive research. The results of the study are as follows: reliability, tangible, assurance, responsiveness effect on HR in the IR era 4.0 through positive conventional service quality is not significant, reliability, tangible, assurance, responsiveness effect on HR in the era of the IR 4.0 through significant positive digital service quality, the effect of conventional service quality on HR in the era of the IR 4.0 positive not significant, affect the quality of digital services to HR in the era of the IR 4.0 was significantly positive. From the results of this study indicate that digital services have a significant positive effect, the Government is obliged to build a good e-government system from the center to the entire region, into all institutions, strengthen technology and communication in order to generate efficiency, effectiveness and productivity while adhering to the principle of accountability and transparency.*

Keywords--- Reliability, Tangible, Assurance, Responsiveness, Service Quality, HR in the Era of the IR 4.0.

I. INTRODUCTION

1.1 Background

Nowadays, public satisfaction has been a subject of great attention to the government, since the government is service publics and the public's contentment is a main concern to the government. To gain public satisfaction, the government should emphasize on the value of service offered by the government and in order to guarantee decent performances, including government the city of Batam. The services offered to the public will mirror the government persona. Studies have shown a greater percentile of clients who maintain specific organization services because of the good quality services offered. This is endorsed by (Arasali, H.E, & T.S., 2008) service quality is an essential feature in pleasing and keeping clients in the service business. In the era of the IR is so speedy advancement of progressively complex technology so that each person is expected to be able to dig up all its HR, to

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be able to sustain our performance so it will be very influential in reliability, tangible, assurance, responsiveness in serving the community. Even the infrastructure system in the organization can continue to grow and continue to be refined over time so that an organization can develop in accordance with the existing HR. Many experts believe that the quality of HR and has reliability, tangible, assurance, responsiveness determine the success or not an organization with competence every existing government employees. To form a government HR to serve the community as a responsible and assurance does take time and process. The entire public needs to be in management with a professional. In the framework of this reform does not only require technology that is accommodative to the progress of time, but still must be equipped with reliable HR. The advanced technology will not mean much if being offset by personnel able to operate properly. Therefore, the government or bureaucracy requires qualified HR to achieve the expected goals. Hence, this study will be conducted to examine the effect between reliability, tangible, assurance, responsiveness to performance HR through digital service quality in the Batam government.

1.2 Formulation of the Problem

From the above background, the problem in this study is whether the reliability, tangible, assurance, responsiveness, affect the performance? Are reliability, tangible, assurance, responsiveness affect the service, whether the function changes the performance? And whether the reliability, tangible, assurance, responsiveness affect the performance through service?

1.3 Research Purposes

The purpose of this study was to determine the effect of reliability, tangible, assurance, responsiveness to the performance of HR at the time of the IR 4.0, to assess the impact of authenticity, tangible, assurance, responsiveness of the service, to determine the effect of service to performance and determine the effect of reliability, tangible, assurance, responsiveness to the production of HR through the service.

II. LITERATURE REVIEW

2.1 Definition

2.1.1 Performance

The performance, also called performance, can mean feat organizing something, (Moenir, 2000). Performance is the procedures include: the establish of performance standards, assessment of the actual performance of employees about these standards, provide feedback to employees to motivate the person to eliminate deterioration of performance, or continue to perform higher, (Bilson, 2001). To determine the extent to which the performance of a government organization, it is necessary to do a performance evaluation activities. The importance of evaluating the performance of a government organization by (Keban, 1995) states that: For each organization, the assessment of the return is a significant activity, the evaluation can be used as a measure of success of an organization within a specific time. The review can also be used as input for the improvement or increase in the next organizational performance.

2.1.2 Service Quality

The meaning of nature of administration can be translated as a push to satisfy the necessities and wants of buyers

and conveyance precision in adjusting the desires for shoppers (Tjiptono F., 2007). Nature of (administration quality) can be dictated by contrasting the impression of purchasers for administrations, which they have gotten or procured by the real assistance they expect or need to characteristics of an endeavor administration. On the off chance that the administrations got or (saw administration) true to form, at that point the apparent help quality is magnificent and acceptable if the administrations got surpass buyer desires. The apparent assistance quality is sublime. On the other hand, in the event that the administrations got are lower than anticipated, at that point the apparent poor assistance quality.

According to Brady and Colin explained that "the quality of service is a comparison between the reality of the services received by expectations for services they want to receive" (Afrial, 2009). While written by (Zeithaml & V. Parasuraman, 1985) in (Naidoo, 2005) "is service quality consumers expect comparisons with the service received." From the definition of various experts is understandable that the public in providing an assessment of the quality of service by comparing the experiences ever felt with what is expected on the service. As mentioned before that in an organization, the concept of quality of service becomes the measure of success of the organization, According to (Brown, 1998) that in the eyes of society, the quality of service includes the following rules:

a. Reliability, i.e., the ability to produce the desired services appropriately;

b. Assurance, the knowledge, and the ability to convince.

c. Empathy, the level of attention, and individualized attention provided to customers.

d. Responsiveness, namely, the ability to help customers provide appropriate services.

e. Tangible, i.e., the provision of physical facilities and fittings as well as personal appearances.

Furthermore, (Lovelock, 1992) put forward five principles that should be considered for the implementation of public service, which includes:

1. Tangible (touchable) such as physical abilities, equipment, personnel, and material community;

2. Reliable (reliable), the ability to form the promised services can be appropriate and have constancy;

3. Responsiveness. A sense of responsibility for the quality of service;

4. Assurance (bail), knowledge, behavior and the ability of employees; and

5. Empathy, individual attention on costumers.

The dimension of dimensional public services proposed by Lovelock above, no different from those put forward by Zaithami et al. Another opinion expressed by (Woodward, 1992). According to him, the dimensions of the quality of public services consist of:

1. Economy or economical is the use of resources as little as possible in the process of public service delivery.

2. Efficiency or efficiency is a condition that indicates the achievement of the best comparison between inputs and outputs in public service.

3. Effectiveness or effectiveness is the achievement of defined objectives, be it in the form of targeted, long-term goals and mission of the organization, and

4. Equity or fairness is the publicly-held service with attention to aspects of humanity.

Meanwhile, according to (Lenvinne, 1990), the dimensions of service quality consists of:

1. This measures the responsiveness or the reaction of suppliers responsiveness to the expectations, desires and ambitions and requirements of customers;

2. Responsibility is a gauge that shows how far the procedure of granting public service was completed without breaching the conditions that have been recognized;

3. Accountability or accountability is a measure that shows how much the degree of correspondence between the provision of services by the external rules that exist in society and is owned by stakeholders, such as values and norms developed in the chis book "Principles of Total Quality Service," namely: community.

Another similar opinion about the dimensions or size of service quality expressed by (Tjiptono F. , 1997) In:

1. Direct proof (tangibles), involving physical resources, equipment, staff, and means of communication;

2. Reliability (reliability), namely the ability to provide the promised service with immediate, accurate, and satisfactory;

3. Responsiveness (responsiveness), which is the desire of the staff to help customers and provide assistance with a response;

4. Guarantee (assurance), including knowledge, skills, politeness, and trustworthy owned by the team; freedom from danger, risk or doubt; and

5. Empathy, including ease of doing any relationship, personal attention, and understand the needs of customers.

2.1.3 Public Service

Public services are all forms of services, whether in the form of public goods and service public in principle be the responsibility of and implemented by government agencies Center, in the Region, and in the neighborhood State-owned enterprises or Regional owned enterprises, In an effort to meet the needs of society as well as in the framework of the implementation of the provisions of the legislation.

2.2 Framework of Thinking

The quality of service of the HR of government employees is defined as the public perception of how the service met or exceeded their expectations (Sanghier & Demyana, 2013). According to (Akbaba, 2005) in Keshavarz and Ali (2015), the Government, the quality of service affects the performance of the government to full filled the vision and mission of the institution in serving the community, a positive word of mouth, boost satisfaction, commitment and cooperation of government officials can make a positive contribution. The following describes how to effect Reliability, Tangible, Assurance, and responsiveness to employee performance Batam city administration influence on Performance Reliability. Reliability effect on performance, meaning that if the reliability, the reliability of employees in providing services higher, then the employee's performance will also be increased.

Tangible Influence on Performance. Tangible affect performance, meaning that if tangible, namely the various facilities that can be viewed and used as office buildings, office equipment, employee performance, and so if improved, then production will be increased. Responsiveness Influence on Performance. Responsiveness means that if the effect on performance responsiveness, i.e., responsiveness, willing to listen and respond to the needs and complaints of customers, for example, can provide true and correct information, do not show arrogance is busy. The

performance will be increased. Influence on Performance Assurance means that if the effect on performance assurance, namely safety, comfort felt by employees, for example, employees are knowledgeable in their field, decorum in g service, and appreciate the feelings of the public, the performance of employees willing be increased.
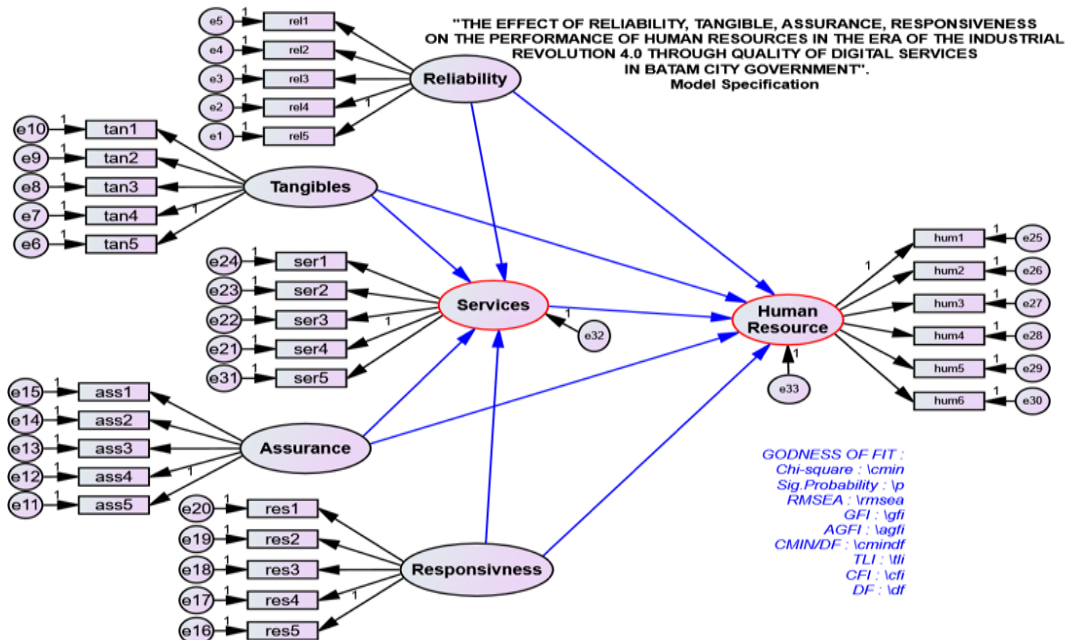
2.3 Research Framework of Thinking

Figure 1: Research Framework of thing, Reliability, Tangible, Assurance, Responsiveness, Performance HR, Digital Service Quality Variable

2.4 Hypothesis

1. Reliability on the performance of HR
2. Tangible on the performance of HR
3. An assurance on the performance of HR
4. Responsiveness on the performance of HR
5. Reliability of digital service quality
6. Tangible on digital service quality
7. An assurance on digital service quality
8. Responsiveness on digital service quality
9. Digital service quality on the performance of HR
10. Reliability on the performance of HR through digital quality service
11. Tangible effect on the performance of HR through digital quality service
12. An assurance on the performance of HR through digital quality service
13. Responsiveness affect the performance of HR through digital quality service

III. RESEARCH METHODOLOGY

This research method is the use of a survey research design. The population in this study was employees of government services in Batam that serves the community. The population is all the value of the calculation and

measurement, both quantitative and qualitative, of specific characteristics of the group of objects that complete and transparent (Usman in Wibisono, 2017: 76). The sampling method used is to use the formula slovin. The population in this research was 300 government size because time limit, cost, facilities, and infrastructure and energy then used slovin above formula to calculate the number of samples, the results of 171 samples.

IV. RESULTS AND FINDINGS

4.1 Research Object

The object of this study is the public service of Batam city government employees, which serves all the needs of the people of Batam, such as e-IDs, birth certificates, e-passports, tax payments, and business licenses. This research was conducted at the sub-district office, the population, immigration, social security and trade and industry offices.

4.2 Effect Analysis By SEM

4.2.1 Goodness-of-fit Test

Model testing using SEM models is done gradually. Criteria goodness-of-fit is expressed by (Haryono, 2017). Analysis of the data processing at the stage of complete SEM models performed to test the suitability and statistical tests. These results indicate that the model used is quite good. Index RSMEA measurements are within the range expected value of ≤ 0.08 is 0.121. CFI approached the standard value so marginal, although the results of the evaluation models and AGFI GFI unfavorable. In empirical studies, the researchers are not required to meet all the criteria of goodness of fit, but it depends on the assessment of individual researchers. Of some models due diligence, the model is feasible if at least one of the test methods are met the feasibility of this model (Hair, 1998) in (Haryono, 2017). The test results goodness-of-fit model described in Table 4.1

Table 4.1: Goodness-of-fit Model Test Results

No	The goodness of Fit Index	Cut-of Value	Results Model	Information
1	Chi-Square	expected to be small	1294,757	No Good
2	Sig. probability	> 0,05	0,000	Good
3	CMIN/DF	< 2,00	3,046	No Good
4	RMSEA	≤ 0,08	0,121	Good
5	GFI	≥ 0,90	0,662	No Good
6	AGFI	≥ 0,90	0,595	No Good
7	TLI	≥ 0,95	0,631	No Good
8	CFI	> 0,90	0,662	Marginal

(Source: Data Processed From 2019 Research Results)

4.2.2 Analysis of Structural Equation Model

After the goodness of fit criteria can be met, the structural model, the next step is the analysis of the structural model of the relationship (hypothesis). The relationship between the constructs in the hypothesis indicated by the weighted regression (Hair, 1998) in Haryono and Hastjarjo (2010). To analyze more clearly, the influence of Reliability, Tangible, Assurance, responsiveness, Service, Human Resource Variable.

1. Reliability influence on the performance of HR. Based on the statistical test known that the influence of reliability with the performance of HR is the value of CR -0.349 (p = 0.727> 0.05), meaning that there is no significant effect between employee resources, reliability against social influence on performance but not

overpowering. This research contradicts the theory which states that reliability should have a significant effect but based on research it has no significant effect. One reason is the traditional work culture is a barrier to the reliability variable.

2. Tangible influence on the performance of HR. Based on the statistical test known that between the tangible impact on the performance of HR is a CR value of -0.608 (p = 0.543> 0.05), meaning that there is a significant influence but not between tangible to HR. From the results, the statistically significant tangible effect is not caused by a wide range of facilities that can s and used as an office building, office equipment, employee performance and so it will not increase the performance of employees.

3. Assurance influence on the performance. Based on the statistical test known that the influence of the HR assurance to have a value of CR -0.423 (p = 0.672> 0.05), meaning that there is no significant effect between assurance and HR. Not a strong sense of influence on employee performance.

4. Responsiveness influence the performance of HR. Based on the statistical test known that the influence of the HR responsiveness is CR - 0.479 (p = 0.632> 0.05), meaning that there is no significant effect between responsiveness on the performance of HR. The employee has a responsive attitude, willing to listen, and mere on essential customer needs and complaints directly but not overpowering.

5. Reliability Influence on digital quality service. Based on the statistical test, it is known that the influence of reliability and digital quality service has a CR value 1,900 (p = 0.057> 0.05), meaning that there is no significant influence between the reliability of the digital quality service.

6. Tangible influence on digital quality service. Based on the statistical test known that the influence of tangible to service existing CR value of 4.708 (p = 0.000 <0.05), meaning that there is significant influence between tangible with the service.

7. Effect of assurance on the digital quality service. Based on the statistical test known that the influence of assurance and service are CR value 4,129 (p = 0.000 <0.05), meaning that there is significant influence between assurance and service.

8. Responsiveness influence on digital quality service. Based on the statistical test known that the influence of responsiveness and service has a CR value of 3.888 (p = 0.000 <0.05), meaning that there is significant influence between responsiveness to the service.

9. Sevice influence on the performance of HR. Based on the statistical test known that the influence of service and performance has a CR value of 0,877 (p = 0.389> 0.05), meaning that there is no significant effect of service performance.

10. Reliability influence on the performance of HR through the service, meaning that there is no significant effect between employee resources. Tangible reliability against the social impact on performance but not overpowering.

11. Tangible influence on the performance of HR through the service, meaning that there is significant influence between tangible to HR. Tangible seen from the various facilities that can send used as an office building, office equipment, employee performance if he has an excellent facility that will increase employee performance through quality and service excellence.

12. Effect of assurance to HR through the service, which means that there is significant influence between assurance and HR. Mediate service quality assurance a strong correlation between the performance of employees.

13. Responsiveness influence on HR through the service, meaning that there is significant influence between responsiveness on the performance of HR. The employee has a responsive attitude, willing to listen, and customer needs and complaints respond strong influence over the quality of service on the performance of public service employees Batam.

Table 4.2: Regression Weights

			estimate	SE	CR	P
SERV	<---	RESP	, 394	, 101	3.888	***
SERV	<---	Assu	, 483	, 117	4,129	***
SERV	<---	RELI	, 115	, 060	1,900	, 057
SERV	<---	PLIERS	, 345	, 073	4,708	***
field for dry rice cultivation	<---	SERV	2,110	2,406	, 877	, 380
field for dry rice cultivation	<---	RELI	-, 105	, 302	-, 349	, 727
field for dry rice cultivation	<---	PLIERS	-, 512	, 842	-, 608	, 543
field for dry rice cultivation	<---	RESP	-, 460	, 961	-, 479	, 632
field for dry rice cultivation	<---	Assu	-, 499	1.179	-, 423	, 672

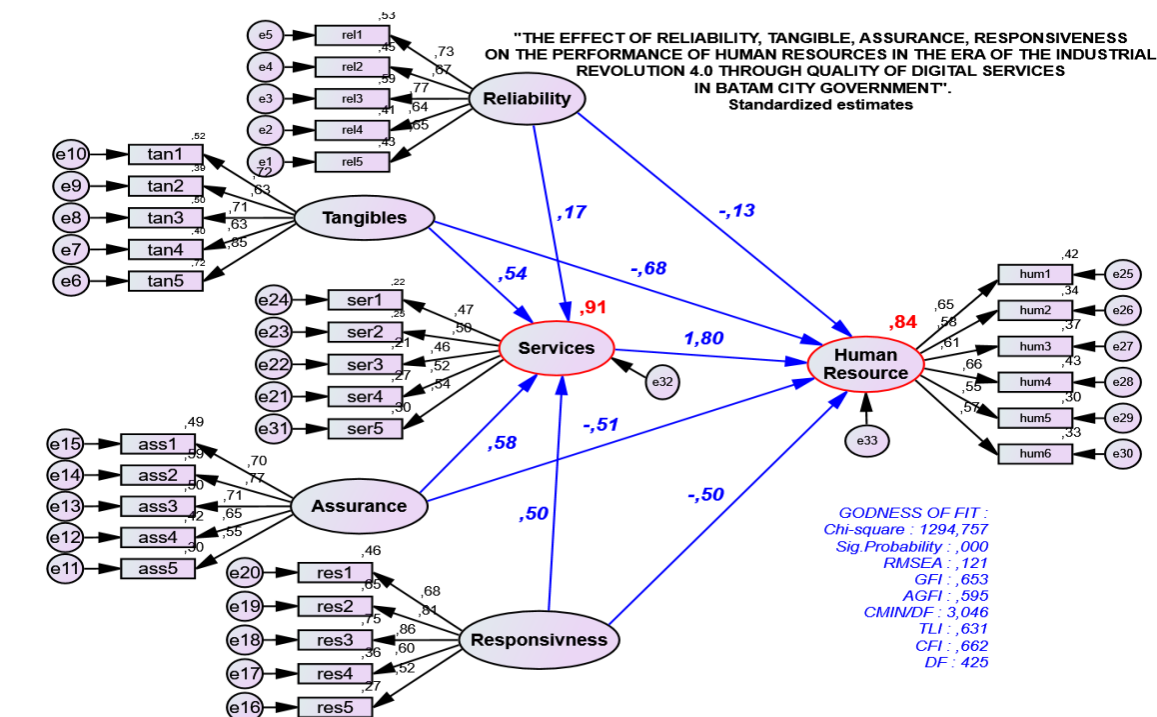*Standardized Regression Weights: (Groups - Default model)*

Figure 2: Full Model Artifacts, Reliability, Tangible, Assurance, Responsiveness, Service, Performance Human Resource Variable

4.2.3 R-square Analysis

R-square analysis of changes in the value of R-Squares can be used to explain the effect of latent variable exogenous to endogenous latent variables influence whether substantive. Criteria Value 0.75 R-Squares, 0:50, and

0:25 to reflect that the model is robust, moderate, and weak. Here are the results of the R-square value of the research model testing the influence of dimensions of Reliability, Tangible, Assurance, responsiveness, Service, Performance Human Resource service as a mediating variable.

Table 4.3 shows that the influence of Reliability, Tangible, Assurance, responsiveness, on Human Resource Performance by 84.2%, while 15.8% is explained by other variables not examined in this model. And the variable effects of Reliability, Tangible, Assurance, responsiveness, to the service produces R-square value amounted to 91.3%, and the remaining 8.7% is explained by other variables not examined in this model, can be seen in Table 4.3 below:

Table 4.3: Squared Multiple Correlations

	estimate
SERV	, 913
the field for dry rice cultivation	, 842

V. CONCLUSIONS AND SUGGESTIONS

5.1.1 *Conclusion*

From the results of research and discussion, the research her makes co that The immediate Reliability, Tangible, assurance, conclusion responsiveness not significant effect to the performance of HR in the public service of Batam, and immediately the Tangible, assurance, responsiveness significant effect on service, reliability but not significant effect on service. Indirectly service strengthens the influence of tangible, assurance, the responsiveness on performance, meaning that the service mediates the relationship between tangible, assurance, responsiveness with performance. Variable reliability but not significant effect on performance through the service, which means that the service does not mediate the relationship between reliability with performance.

5.1.2 Suggestion

This research can be developed further with the addition of other external variables to look at the performance of employees in the Batam city administration that expands the scope of research to related topics that may be considered for further study. This research can be developed towards the ability of Batam city government employees in terms of increased capacity (up-skilling) and renewal capabilities (reskilling).

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