

# OPTIMIZATION SERVICES AND STRATEGIES TOWARDS SATISFACTION VALUE OF TRAINING PARTICIPANTS HELD BY INTEGRATED SERVICE UNIT SURABAYA

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**Submission date:** 06-Aug-2020 08:14AM (UTC+1000)

**Submission ID:** 1274699805

**File name:** jurnal\_eng\_new.docx (104.36K)

**Word count:** 3190

**Character count:** 18393

# OPTIMIZATION SERVICES AND STRATEGIES TOWARDS SATISFACTION VALUE OF TRAINING PARTICIPANTS HELD BY INTEGRATED SERVICE UNIT SURABAYA

**Sukesi<sup>1</sup>**

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## **ABSTRACT**

Integrated service unit concentrated in training program of Surabaya is an organization that carries out its duties and functions in managing work/skills training for workers. The succession of this department in providing work/skills training depends on the ability of the organization's management to manage the skill training that is carried out. The present study aims to analyze optimization regarding service promotion, type of training, distribution channels and costs significantly influence the value of training participants' satisfaction. The present study uses accidental sampling technique by using 170 respondents. The statistical analysis technique regarding hypothesis testing is using the F test and t test in which it is obtained through each significant result with implications for maintaining funding with APBD funds because it has the strongest influence on the value of training participants' satisfaction, and the type / technical training program.

Keyword: Promotion, Type of Training, Distribution Channels, Cost, and Satisfaction Value

## **1. INTRODUCTION**

The Service quality built by a company or government organization in providing public services is currently expected by its users in general. However along with social demands and technological advances, the expectations are becoming impossible to achieve. Services value in accordance with the conditions and needs in the community is more valuable and beneficial even beyond expectation. Valuable service is more appropriate and flexible in general for community needs or stakeholders. This is in line with the statement of Sukesi (2011, 71) stated that there are logical consequences from the community as value users in perceiving service, the impression of community feeling when services are provided where expectations and needs are met. On the other hand, technological advances in the business caused many companies that have used technological equipment both for production and administration also shift to computerize for effectiveness. Thus, work that needs human resources to operate manual equipments will slowly change to the reduction in human resources needs.

Human resource is one part of the company's resources, so it has an important role since it is regarded as company asset. Therefore, the presence of human resources must be managed well in order to become a valuable asset for the company, Grand R (1999: 113) HR is provided with both soft skills and hard skills not only in the short-term but also in the long-term needs that oriented to the technology advances . The quality of human resources in organizations or companies is essential and required especially in the globalization era. Each organization will compete to prevail the best position in the economy, Kaengke, Tewal and Uhing (2018,342). Integrated Service Unit concentrated in training program of Surabaya, as a government organization that manage a training education and non-formal skills, has the responsibility to take part in overcome unemployment explosion particularly in Surabaya. Surabaya as a City of Trade and Services is a strategic area for investment. Therefore,

Surabaya becomes one of the potential areas as Urban pockets where the invasion of job seekers, especially in the period after school graduation and holiday, that contribute to the unemployment in Surabaya. The following data is the level of open unemployment in East Java until 2018.

**Table 1**  
**Open Unemployment Rate (TPT) based on Regency/City in**  
**East Java from 2014 -2018**

Regency / City	Year				
	2014	2015	2016	2017	2018
1	2	3	4	5	6
Malang	7,22	7,28	-	7,22	6,79
Surabaya	5,82	7,01	-	5,98	6,12
Pasuruan	4,43	6,41	-	4,97	6,11
Gresik	5,06	5,67	-	4,54	5,82
Bangkalan	5,68	5,00	-	4,48	5,25
Sidoarjo	3,88	6,30	-	4,97	4,73
Jombang	4,39	6,11	-	5,14	4,64
Pasuruan	6,09	5,57	-	4,64	4,55
Mojokerto	3,81	4,05	-	5,00	4,27
Kediri	4,91	5,02	-	3,18	4,25

Source: Statistics Indonesia, 2020

Several cities and regencies are fluctuating in open unemployment rates, especially for Surabaya in 2018. There are increasing number of unemployment rate from 2017, so this is task for Integrated Service Unit concentrated in Training program of Surabaya to provide productive training programs that right on the target and compatible to the workplace so that it can give contribution in creating jobs opening.

Therefore, it is necessary for Integrated Service Unit concentrated in Training program of Surabaya to have a planning and training program that compatible to the needs of the workplace nowadays. In terms of planning and training programs that will be implemented, it has to be focused on the needs of job openings in companies. Systematically, Integrated Service Unit concentrated in Training program of Surabaya in carrying out its duties and function is need to coordinating with the section in charge before arranging a training program as required, evaluating, monitoring and managing job vacancy requested by companies for job placement and officers to prepare office facilities and infrastructure and work training.

Some of the routine programs activities of Integrated Service Unit concentrated in Training of Surabaya includes: promotion, products, distribution channels, costs and evaluation of training participants' satisfaction. Based on registration data of trainees in the second half year 2017 and the first half of 2018, it can be seen in the following table:

**Table 2**  
Participants Training Registration Data 2018

No.	Education	Participants					
		L	P	Total	L	P	Total
1	Junior High School	58	-	58	-	-	-
2	Senior High School	726	189	915	545	154	699
3	Diploma 1	1	3	4	4	-	4
4	Diploma 2	3	-	3	1	-	1
5	Diploma 3	17	19	36	16	11	27
6	Diploma 4	2	3	5	2	-	2
7	Bachelor Degree	40	42	82	89	119	208
8	Master Degree	1	-	1	-	-	-
	Total	848	256	1.104	657	284	941

Source: Integrated Service Unit concentrated in training program of Surabaya Data (II / 2017-I / 2018)

In the first semester of 2018 there was a decreasing number of training participants. There was preliminary information about some obstacles faced by participants in the opening of training registration, such as lack of attention and information from registration information unit. Thus, there are several problems arise the first is whether service optimization which includes promotion, type of training, distribution channels and costs has a significant effect on the satisfaction value of training participants at the Integrated Service Unit concentrated in training program of Surabaya and the second is the necessity to formulate an optimization strategy to improve the interest of training participants.

## 2. THEORETICAL FRAMEWORK AND HYPOTHESES

There are some previous studies on service quality and customer satisfaction. One of the studies is the analysis of community satisfaction in the Integrated Licensing Services Office (KPPT) of Mojokerto City conducted by Sukesri, (2017). This study discusses the level of community satisfaction towards services quality of the licensing process in the Integrated Licensing Services Office (KPPT) of Mojokerto. There are two main variables that influence the high level of community satisfaction, the implementation of service announcements and service convenience. Meanwhile Daud, (2013) conducted the study about the influence of promotion and service quality towards consumer decisions using loan services at PT. Bess Finance Manado. This study use theories of promotion, service quality and purchasing decisions. This study aims to see the influence and causal relationship between independent variables including promotion, and service quality with the dependent variable which is purchasing decisions. Melfa Yola, (2013) analyzes the customer satisfaction towards service quality and product prices at supermarkets using the Importance Performance Analysis (IPA) method. This study uses the theory of customer satisfaction, consumer behavior, corporate image, type of retailing supermarket.

### Marketing Management

Marketing is a social and managerial process for individual or group to obtain what they needs through the creation and exchange of products and values, Suyanto (2007: 7).

Meanwhile, according to Darmawan (2009: 1) marketing focuses on various concentrations such as consumer behavior, marketing management, marketing research, service marketing, retail marketing, to new concepts.

### Marketing Mix

Marketing mix (marketing mix) is a tool for marketers consisting of various elements of a marketing program that needs to be considered so that the implementation of marketing strategies and positioning can run well, Lupuyoadi (2006: 70). According to Lupiyoadi, (2009: 70) service marketing mix consists of seven things:

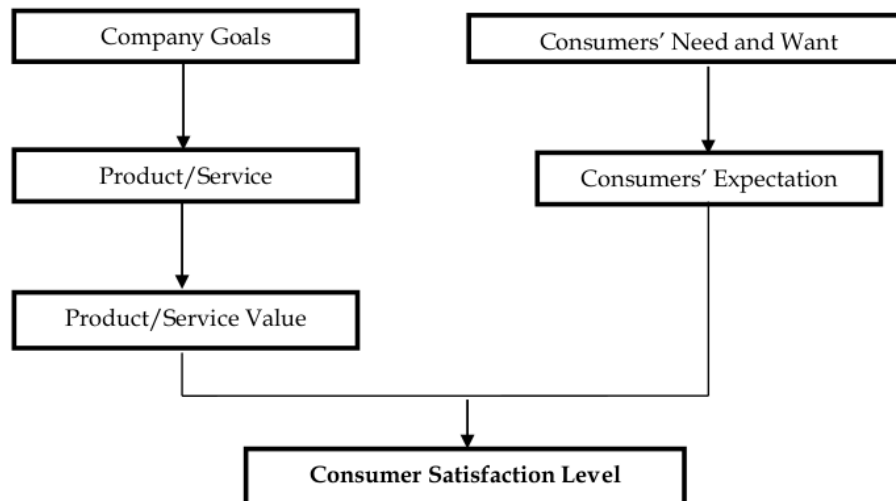
- a. *Product* : What kind of service being offered.
- b. *Price* : how the pricing strategy.
- c. *Promotion* : how promotion should be done.
- d. *Place* : how the service delivery system will be applied.
- e. *People* : type of quality and quantity of people who will be involved in providing services.
- f. *Process* : how the process of operating the service.
- g. *Customer service*: what level of service will be provided to consumer

### Community Satisfaction

Community satisfaction is one of the determining factors for government organizations successes since the community is the consumer of the products / services produced, Sukesi (2017: 128). The concept of user / consumer satisfaction can be explained in the following figure:

### Hypothesis

Optimization of services which include promotion, type of training, distribution channels and costs significantly influence the value of training participants' satisfaction at Integrated Service Unit concentrated in training program of Surabaya

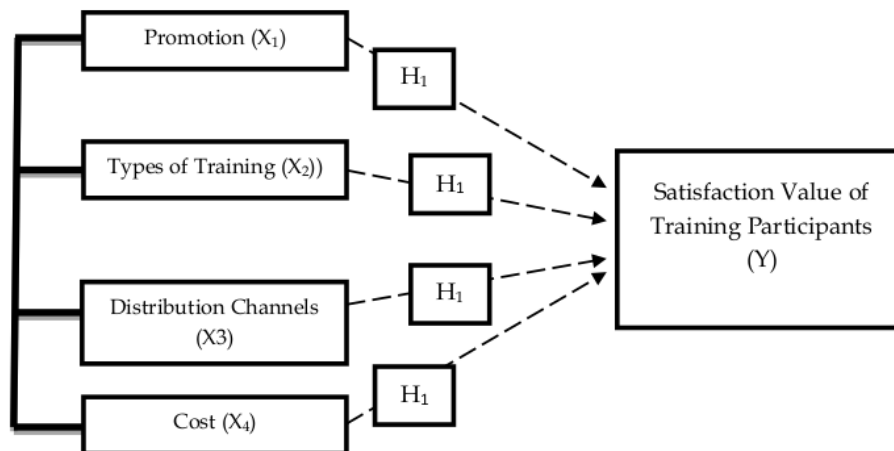
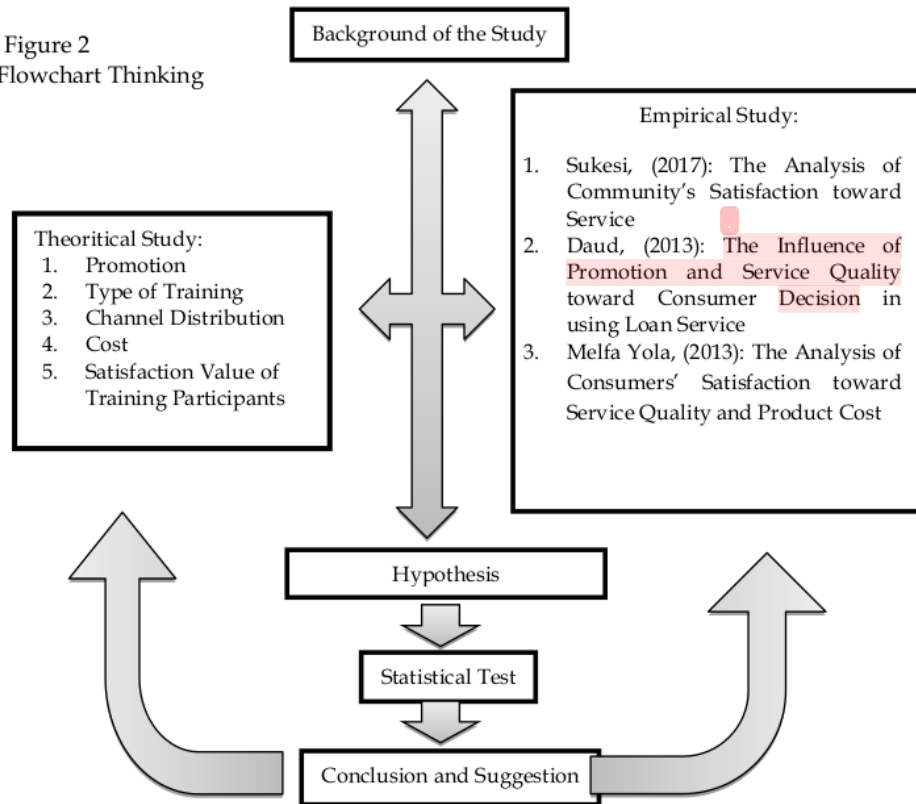


Source: Fandy Tjiptono (2012)

Figure 1  
The Concept of Consumer Satisfaction

### 3. RESEARCH METHOD

Figure 2  
Flowchart Thinking



Sumber: Reasercher processed data

Figure 3  
Conceptual Framework



**Definition of Operational Variable**

Operational variable is looking for relation between one variable to another and its measurement. (Sarwono, 2006:65). Promotion (X<sub>1</sub>) is a tool in offering training program that conducted by Integrated Service Unit concentrated in training program of Surabaya including : Brochures; Banner; Socialization to High School and Vocational high School; Socialization of training collaboration with government of private organization. Type of Training (X<sub>2</sub>) is a form of work / skill training carried out including: mechanical engineering; Automotive; electrical engineering; technology and information. Distribution channels (X<sub>3</sub>) means channeling vacancies for training graduates including: Vacancy for company job; Encouraging entrepreneurs; Special job fair; Establishing placement cooperation with Government / Private organization. Costs (X<sub>4</sub>), means all expenses incurred in carrying out work / skills training activities including: local budget ; State budget; Self funding; Cooperation with Government / Private organizations. Training participants' Satisfaction Value (Y), means achievement of work training / skills results for training graduates who have skills and competencies in accordance with their vocational training which include the availability of: Information services; instructors competency quality; Adequate classrooms; Equipment for practical work in accordance with the industrial workplaces.

**Population and Samples**

The participants population of Integrated Service Unit concentrated in training program of Surabaya in 2018 was 560 respondents. Sampling is a method or technique used to take samples, Hadi, (2004: 183) and according to Priyono (2008: 138) Samples can be selected because it is placed in the right time and situation. Thus, there are 170 respondents available by using accidental sampling technique.

**Data Sources and Analytical Techniques**

Besides using secondary data for collecting the data, this study also used questionnaire for primary data from all variables of this study. According to Ghozali, (2018: 45) "variables cannot be measured directly, only formed through observed dimensions / indicators"

Regression analysis in this study is used to determine the relationship between independent variables and dependent variables obtained by data analysis using SPSS Version 25. Multiple Linear Regression Model

$$Y = a + b_{1i}X_{1i} + b_{2i}X_{2i} + b_{3i}X_{3i} + b_{4i}X_{4i} + e_i$$

**4. DATA ANALYSIS AND DISCUSSION**

In this study, a partial significance test was used to test whether an independent variable (X) contributed to the dependent variable (Y), Kurniawan, (2008: 6)

1. Test of Statistical Significance of Promotion Variable (X<sub>1</sub>):

Table 3  
t-test of Promotion Variable using Partial Regression test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.204	1.144		7.172	.000
Promotion (X1)	.389	.084	.336	4.620	.000

Source: Researcher processed data

Value of  $t_{calculated}(4,620) > t_{table}(1,9858)$ , or value of  $sig. 0,000 < sig \alpha = (0,05)$  it means that  $H_0$  is rejected. It can be conclude that promotion has significant effect on the value of training participants' satisfaction.

2. Test of Statistical Significance of Types of Training Variable ( $X_2$ )

Table 4  
t-test of Types of Training Variable using Partial Regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.533	.853		11.179	.000
	Types of Training (X 2)	.282	.061	.338	4.651	.000

Source: Researcher processed data

Value of  $t_{calculated}(4,651) > t_{table}(1,9858)$ , or value of  $sig. 0,000 < sig \alpha = (0,05)$  means  $H_0$  is rejected. It can be conclude that types of training have significant effect on the value of training participants' satisfaction.

3. Test of Statistical Significance of Distribution Channels Variable ( $X_3$ )

Table 5  
t-test of Distribution Channels Variable using Partial Regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.973	1.232		8.909	.000
	Distribution Channels (X3)	.175	.086	.155	2.032	.044

Source: Researcher processed data

Value of  $t_{calculated}(2,032) > t_{table}(1,9858)$ , or value of  $sig. 0,044 < sig \alpha = (0,05)$  means  $H_0$  is rejected. It can be conclude that distribution channels have significant effect on the value of training participants' satisfaction.

4. Test of Statistical Significance of Cost Variable ( $X_4$ )

Table 6  
t-test of Cost Variable using Partial Regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.086	.727		13.877	.000
	Cost (X4)	.275	.058	.341	4.704	.000

Source: Researcher processed data

Value of  $t_{calculated}(4,704) > t_{table}(1,9858)$ , or value of  $sig. 0,000 < sig \alpha = (0,05)$  means  $H_0$  is rejected. It can be conclude that cost have significant effect on the value of training participants' satisfaction.

**Regression Coefficient Test**

According to Mursinto, (2017: 12) In mathematics, a straight-line function derived from facts (data) that will produce deterministic function. Meanwhile, in linear



regression statistics it comes from facts (data) that will produce a stochastic nature (forecast) function.

Table 7  
Regression Coefficient Test Using Simultaneous Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.662	1.351		4.931	.000
Promotion (X1)	.235	.099	.203	2.384	.018
Types of Training (X2)	.185	.064	.222	2.910	.004
Distribution Channels (X3)	-.065	.090	-.057	-.718	.477
Cost (X4)	.159	.064	.198	2.507	.013

Source: Researcher processed data

Regression coefficient equation:

$$Y = 6,662 + (0,235)X_{1i} + (0,185)X_{2i} + (-0,065)X_{3i} + (0,159)X_{4i} + e_i$$

### Discussion

In this study, the hypothesis indicates that the optimization of services including promotion, types of training, distribution channels and costs have significant effect on value of training participants' satisfaction. It is showed by all variables that are in the sig  $0,000 < \text{sig } \alpha = (0,05)$  with value of promotion ( $X_1$ ) is  $t_{\text{calculated}} = 4,620$ , while value of types of training ( $X_2$ ) is  $t_{\text{calculated}} = 4,651$ , value of distribution channel ( $X_3$ ) as showed  $t_{\text{calculated}} = 2,032$ , and value of cost ( $X_4$ ) is obtained  $t_{\text{calculated}} = 4,703$ . It means that Promotion through Brochures, Banner, Socialization to High School and Vocational high School, and Socialization of training collaboration with government of private organization is effective. Meanwhile, types of training with various kinds of specialty work /skills training such as mechanical engineering, automotive, electrical engineering and technology and information are compatible to the community's needs. In addition, distribution channels ( $X_3$ ) which means channeling vacancies for training graduates including: Vacancy for company job; Encouraging entrepreneurs; Special job fair; Establishing placement cooperation with Government / Private organization along with all the expenses incurred in carrying out work / skills training activities including: local budget , State budget, Self funding, Cooperation with Government / Private organizations have a significant effect to the satisfaction value of Training participants which it indicates the achievement of work/skills training output for training graduates who master skill and competency based on their vocational training. The result of this study is supported by several previous studies such as Sukei (2017), Daud (2013), Melfa Yola (2013) who conducted the study about the influence of service quality towards consumer's satisfaction in public company. Besides, there are some optimization strategies for socialization through online media that have not been done, curriculum needs to be reviewed, it needs more variations of technical training types and also providing instructors who give many application examples.

### 5. CONCLUSION DAN IMPLICATION

#### CONCLUSION

1. The results of hypothesis testing in service optimization which includes promotion, types of training, distribution channels and costs have a significant effect on the value of training participants' satisfaction at Integrated Service Unit concentrated in training

program of Surabaya. It is consecutively showed by the value of promotion ( $X_1$ ) that obtained  $t_{\text{calculated}} = 4,620$ , while value of types of training ( $X_2$ ) is  $t_{\text{calculated}} = 4,651$ , distribution channe ( $X_3$ ) value is  $t_{\text{calculated}} = 2,032$ , and value of cost biaya ( $X_4$ ) is  $t_{\text{calculated}} = 4,703$ .

2. There are some optimization strategies for socialization through online media that have not been done, curriculum needs to be reviewed, needing more variations of technical training types and also providing instructors who give many application examples.

#### **IMPLICATION**

1. For the Head of Integrated Service Unit concentrated in Training Program of Surabaya to maintain and increase the costs since it has powerful influence on the value of training participants' satisfaction.
2. For employees in the Integrated Service Unit concentrated in Training Program of Surabaya to always maintain and improve the satisfaction of training participants since the impact of service is valuable to the satisfaction of participants.
3. For the next researchers to conduct further study about training competency needs.

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