

Effect of Competence and Individual Behavior on Customer Satisfaction of Regional Drinking Water Companies in Padang City and Organizational Commitment as Intervening Variables

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ABSTRACT

The purpose of this research is to analyze effect of competence and individual behavior on customer satisfaction of Regional Drinking Water Companies in Padang City and organizational commitment as intervening variables. The research is conducted using explanatory research. This research is conducted at the Regional Drinking Water Companies in Padang City, located on Jalan H. Agus Salim. The sampling technique used in this research is the total sampling technique in which the entire population will be sampled, namely 92 people. The data analysis technique used is path analysis. The results of the study show that competence has a significant effect on organizational commitment of Regional Drinking Water Companies in Padang City. Competence has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City. Individual behavior has a significant effect on organizational commitment of Regional Drinking Water Companies in Padang City. Individual behavior has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City. Organizational commitment has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City.

Keywords: Competence, Individual Behavior, Organizational Commitment, Customer Satisfaction

INTRODUCTION

The success of a company is inseparable from the competence possessed by its employees and good individual behavior and organizational commitment to creating customer satisfaction. The goals, vision and mission of the organization are inseparable from the role of employees as human resources who ensure the continuity of organizational activities (Kurniasari, 2017). Prior to the existence of the Regional Drinking Water Companies, the source of water for the community only relied on artificial wells and took water to the river. This could not guarantee the health of the user community because the water from artificial wells and river water was often polluted, so it was not good for health or unhygienic. This is a hassle for the community's need for clean water besides incurring a lot of costs and also being uneconomical. Therefore, the community really hopes for the Padang City Government to be able to incorporate Regional Drinking Water Companies into each community's homes which is a solution to the phenomenon experienced by the community.

Since Regional Drinking Water Companies is the only drinking water company that provides clean water in Padang City, many of its employees are somewhat arrogant in providing services to the community. In

addition, the water that is distributed is sometimes almost the same as well water, which is still not clear and often turns off, so that people are not satisfied with the service. Likewise, if there is damage to both the leaky pipe and the missing kilo meters and it doesn't work then the technician is asked to fix it, it is very difficult for the technician to come to the house to fix it. And this is one form of service that is unsatisfactory to customers. But now, with so many complaints from the public or customers, both reported in newspapers and in regional electronic media, the management is improving itself to improve facilities and water quality and human resources so that the services provided to customers can satisfy their customers. Since the Regional Drinking Water Companies have improved their service system, the community has been happy especially with the satisfactory service.

Regional Drinking Water Companies in Padang City is a company providing clean water to households in Padang City. For this reason, this company is also inseparable from how to provide satisfaction to its customers. Because, with excellent service, Regional Drinking Water Companies in Padang City provides clean and hygienic water so that customers no longer need to buy other water, because they are satisfied with the water provided by Regional Drinking Water Companies in Padang City, which can be used for all activities, for bathing, for drinking and washing. Thus customers feel safe and practical with this Regional Drinking Water Companies water. With customer satisfaction that makes customers satisfied so as to encourage efficiency which is the most important thing in business activities.

To achieve customer satisfaction, it certainly requires competence from employees who support their work (David and Forest, 2018). According to Daryanto and Setyobudi (2014), customer satisfaction is the customer's perception of meeting their needs.

According to Edison et al. (2016) competence is an individual's ability to carry out a job properly and have advantages based on matters relating to knowledge, skills, and attitudes. Competency indicators to fulfill the competency elements of an employee must have knowledge, expertise, ability and initiative. And besides that, good individual behavior is also needed as a function and interaction between individuals and their environment (Kuspriatni, 2014). From some of the definitions above, what is meant by competence is the ability and expertise possessed by an employee at work.

All individual behavior is basically shaped by his personality and experience (Kuspriatni, 2014). Behavior is an individual's response/action to stimuli that come from outside and within him (Notoatmojo, 2010). From some of the definitions above, it can be concluded that behavior is formed from experience and personality.

The purpose of this research is to analyze effect of competence and individual behavior on customer satisfaction of Regional Drinking Water Companies in Padang City and organizational commitment as intervening variables.

RESEARCH METHODS

The research is conducted using explanatory research. Explanatory research is research that explains the causal relationship between one variable and another (Sujarweni, 2014). In addition, explanatory research answers the hypothesis by using a quantitative approach (Muis, 2009).

The research location is the place where the researcher conducts research, especially in capturing phenomena or research that actually occurs from the object under study in order to obtain accurate research data. Determining the research location was done deliberately (Sugiyono, 2014). This research is conducted at the Regional Drinking Water Companies in Padang City, located on Jalan H. Agus Salim.

The sample is a representative or part of the population that has the same characteristics and characteristics that describe and can represent the entire population studied (Arikunto, 2011). The sampling technique used in this research is the total sampling technique in which the entire population will be sampled, namely 92 people.

The data analysis technique used is path analysis. Path analysis which is the development of multiple analysis techniques which is to present causal relationships between variables in the form of images so that they are easier to read (Santoso, 2000). This description is done to explain the relationship that occurs both the dependent and independent variables or other relationships with the moderating variable (Sekaran and Bougie, 2013).

RESULT

Characteristics of Respondents

The characteristics of the respondents in the study were divided into four groups of characteristics based on gender, age, last education, and experience.

The characteristics of respondents according to gender consisted of 63 men or 68.47%, while 29 women or 31.53%. At the Regional Drinking Water Companies in Padang City, there are more male employees than female employees, many of whom work in technical fields and require strong energy and serve customers sincerely, so that customers feel satisfied. While female employees are only for administrative staff also provide service to customers with a smile.

Next, based on age to find out the age of research respondents who are company employees divided into 4 age groups such as ages from 20-30 as many as 35 people or 38.04%, ages 31-40 years as many as 39 people or 42.39%, then ages 41-50 as many as 15 people or 16.30% and aged 51 years and over as many as 3 people or 3.26%.

This job requires more energetic young workers who also have competence, good individual behavior and organizational commitment.

To find out the last education of the research respondents, it consisted of 3 last education groups, namely high school or vocational high school as many as 21 people or 22.83%, academic education as many as 45 people or 48.91%, and undergraduate education as many as 26 people or 28.26%. Most of the research respondents had academic education (diploma III), namely as many as 45 people (48.91%). This means that this job requires staff with a baccalaureate education because the job requires competence, experience and skills as well as how to provide satisfaction to customers.

To find out the research respondents based on experience who are company employees consist of 2 groups such as those who have experienced as many as 82 people or 89.13% and those who have just experienced 10 people or 10.87%.

Most of the respondents were experienced as many as 82 people (89.13%) and the rest had only 10 people with experience (10.87%). This means that the work in the company requires quite high experience because the work demands experience such as how to create customer satisfaction.

Path Analysis

Table 1. Path Analysis

Variable	Sig.	Result
Competence -> Organizational Commitment	0.000	Significant
Competence -> Customer Satisfaction	0.000	Significant
Individual Behavior -> Organizational Commitment	0.000	Significant
Individual Behavior -> Customer Satisfaction	0.000	Significant
Organizational Commitment -> Customer Satisfaction	0.046	Significant

The results of the study show that competence has a significant effect on organizational commitment of Regional Drinking Water Companies in Padang City. Competence has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City. Individual behavior has a significant effect on organizational commitment of Regional Drinking Water Companies in Padang City.

Individual behavior has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City. Organizational commitment has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City.

CONCLUSION AND SUGGESTION

The results of the study show that competence has a significant effect on organizational commitment of Regional Drinking Water Companies in Padang City. Competence has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City. Individual behavior has a significant effect on organizational commitment of Regional Drinking Water Companies in Padang City. Individual behavior has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City. Organizational commitment has a significant effect on customer satisfaction of Regional Drinking Water Companies in Padang City.

To create good customer satisfaction, it is necessary to suggest the following:

1. To increase customer satisfaction, Regional Drinking Water Companies in Padang City does not need to make it difficult for customers with various requirements.
2. To increase the competence of Regional Drinking Water Companies in Padang City employees, it is necessary to provide training and high education for its employees and provide training to employees both inside and outside the company.
3. To improve competence, individual behavior and good organizational commitment so that company leaders have a good record of their customers.

Declaration by Authors

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