Research Paper

The Effect of Service Quality and Trainer Performance to Satisfaction of Training Participants in Pusdikzi

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ABSTRACT

Pusdikzi Kodiklatad has a quite strategic role in fostering professionalism of the Indonesian Army Engineers (Zeni TNI-AD). But ironically, the reality on the ground shows that at present there are still obstacles in the aspect of organizing training and in the aspect of unit coaching. The success of the training program begins with the way Pusdikzi can provide maximum quality of service and trainer performance for trainees. Therefore, the quality of service and the good performance of the trainers in line with expectations certainly greatly affect the satisfaction of training participants. Respondents in this study were all training participants consisting of Soldiers in Officer, Non commission officer and Private grades. The population that will be used in this study, is all students consisting of Officer, Non commission officer and Private amounting to 1124 people in 2018. In this study, the sampling technique used was stratified random sampling, which is said to be stratified because sampling of sample members from population is done randomly and taken per each layer based on the group or rank that is in the population. The numbers of samples to be used in this study were 330 respondents. The results of the structural model showed that the quality of service had a significant effect on the satisfaction of trainees. It means that the increase in service quality is directly proportional to the satisfaction level of the trainees. The performance of the trainer has a significant effect on the satisfaction of the trainees. It means that the improvement in the performance of the trainer is directly proportional to the level of satisfaction of the trainees.

Keywords: Performance, Satisfaction, Service Quality, SEM

PRELIMINARY

Pusdikzi is an Education and Training Institution which is a branch of the Indonesian Army Engineer (Zeni TNI-AD) and also Kodiklatad Implementing Agency (Commander of the Army Educational and Training Doctrine). This Institution is under the Kodiklatad Commander, in charge of organizing education and training as a branch of the Zeni, in order to support the Kodiklatad task. The training held is intended for soldiers with low to medium grades namely Officer, Non commission officer and then Private.

A present, Zeni TNI-AD, has two assignments namely, military operations for war and military operation for non war. First, the assignment of war military operations, the Zeni TNI-AD, played a role in providing mobility support in expediting maneuvers and increasing the endurance of the troops themselves. In the other hand, it also creates counter mobility to hinder the opposite forces maneuvering. Second, the assignments of non-war military operations are natural disaster relief such as evacuation, reconstruction and rehabilitation as happened in Aceh, Padang, Lombok and

Palu. Activities that support government programs are strategic development activities including the Trans Papua road construction, the West-East-North Kalimantan parallel road, the military facilities construction in the Natuna Island. Next activities are participating actively in maintaining world peace by sending Garuda-Zeni task forces contingent to Congo and Central Africa. In facing with a number of assignments, given to the Zeni TNI-AD, quality education is needed to equip the Soldiers. Therefore, Pusdikzi has a strategic role in fostering the Soldiers professionalism of Zeni TNI-AD. However, in reality, there are still some obstacles in the implementation of training and coaching. Strategic formulation is needed to optimize training institutions that prioritize professionalism, taking into account scientific principles faced with the modernization of defense equipment for the Indonesian Army. It aims to create the Soldiers with an adequate level of professionalism and able to answer the future challenges.

From the data sources obtained, based on the Kodiklatad Education Board evaluation results, it was found that there were several problems relating to the organization of training, including: 1) the lack of scientific mastery of the Trainers, because they do not update their knowledge, in accordance with the development of science and technology; 2) teaching methods tend to be monotonous, so they do not provide stimulus to the training participants to explore the depth of subject matter; 3) incomplete training facilities, coupled with incomplete instruction tools and instruction aids, so that they are not in accordance with the modernization of defense equipment system (Alutsista), so they do not provide a standard for achieving optimal training objectives; 4) the curriculum formulation which is run for several types of training, has not yet been

fully oriented to the formation of soldier professionalism.

If this condition does not change, it will result in failure of achieving the training goals and objectives, and will also result in failure to prepare professional Soldiers. Therefore, the right strategy is needed in the implementation of training can be carried out optimally, so that it can produce professional soldier resources, capable of carrying out the Alutsista modernization program of the Indonesian Army. To realize the success of the output, namely training participants who meet the expectations of the institution, this is inseparable from the quality of Service provided and the role of the trainer or the performance of the trainer as the main character in educating, teaching, guiding, directing, training, assessing and evaluating the training participants.

The Service and performance of trainers at Pusdikzi, of course, will be judged by how well the trainer Service to the training participants, and how far training can meet the expectations of training participants. The quality of service and the performance of the trainer, largely determine how far the training participants can participate in all the series of training activities, and whether or not the training is successful.

Research Objectives
Based on the conditions and problem formulation above, the research objectives are:
1. To analyze the quality of training Service at Pusdikzi;
2. To analyze the satisfaction level of training participants, on the quality of trainers Service and performance at Pusdikzi;
3. To analyze the effect of Service quality on training participants satisfaction at Pusdikzi;
4. To analyze the effect of trainers performance on training participants satisfaction at Pusdikzi.
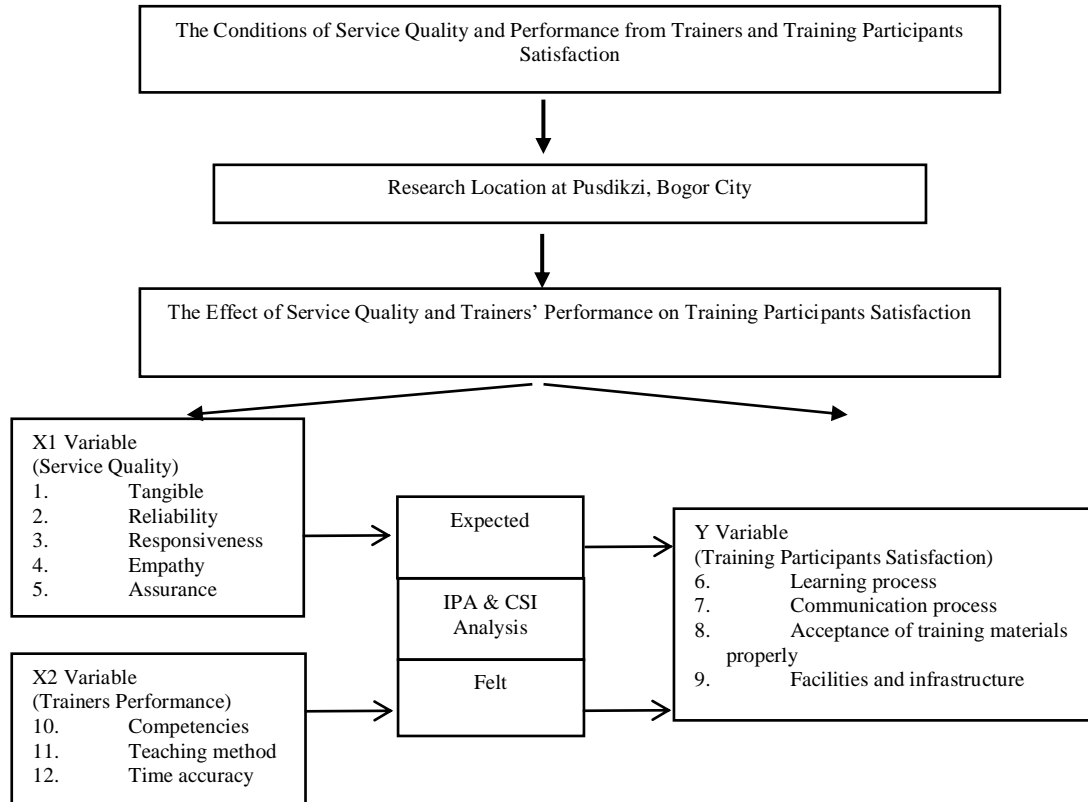
Framework

Figure 1 Framework

RESEARCH METHOD

This research uses descriptive methods and case studies. Research using descriptive methods aims to provide a Figure of something that is ongoing at the time of research, as well as describing precisely the facts and the relationship between the phenomena under study (Nazir, 1988). The data needed for this research, was taken from two sources, namely: primary data and secondary data.

Primary data obtained by direct interviews with several respondents, by asking a number of questions through a questionnaire, which will then be processed and analyzed by the researcher. Respondents in this research were all training participants who were Soldiers with various levels ranging from Officer, Non commission officer and Private grades. The population in this research is all training

participants The population in this research, is all training participants who are soldiers with several levels, namely Tamtama, Bintara, and Perwira.

In this research, the sampling technique used is stratified random sampling, which is said to be stratified because the sampling of members of the population is done randomly and taken per each layer based on the group or rank in the population. The numbers of samples to be used in this research were 330 respondents. In this research, the data analysis method used is descriptive analysis, IPA and CSI analysis, and Structural Equation Model (SEM). Data processing use LISREL software. From the operational variables, the first to third steps in SEM can be carried out, namely designing structural models, measurement models and path charts as follows:
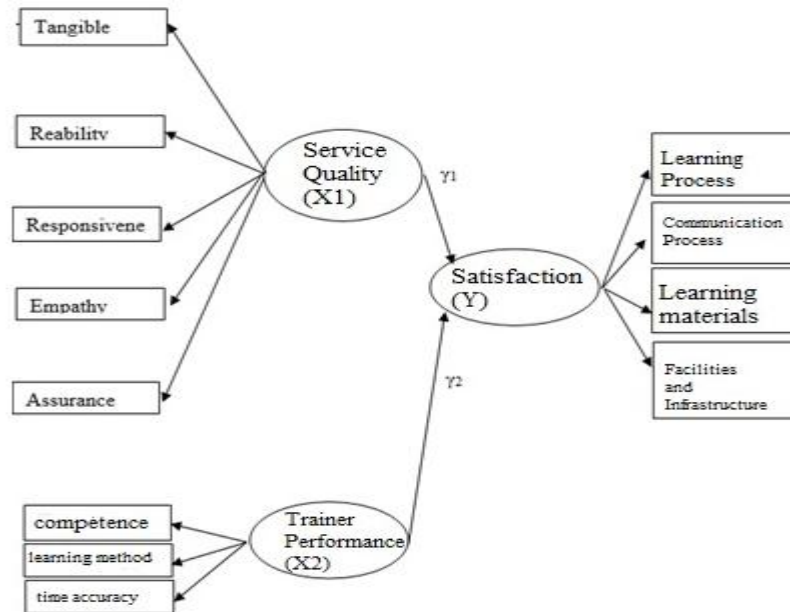
Figure 2 Structural model of research

RESULT AND DISCUSSION

The results of the questionnaire data processing include a general description of the demographic characteristics of the respondents, the distribution of respondents' answers along with gap analysis and SEM analysis. Here are the results of the respondents demographic characteristics overview, including age and position.

Respondents Overview

Respondents overview including age and position Here are the results of frequency tabulation related to respondent's age and position.

Table 1 Respondents Overview

Age	Frequency	Percentage
18 - 27 years	241	73%
28 – 37 years	89	27%
Minimum	18 years	
Maximum	37 years	

Source: data processed data (2019)

Position	Frequency	Percentage
Officer	100	30.3%
Non commission officer	100	30.3%
Private	130	39.4%

Source: data processed data (2019)

From the total of the respondents, as many as 330 people were analyzed based on age, the age of the respondents was dominated by the range of 18-27 years, as many as 247 people (73%), then the range was 28 - 37 years, as many as 89 people (27%). The minimum age is 18 years, and the maximum age is 37 years.

Respondents who were 18 years old were participants of the training that had just been accepted or appointed to be soldiers of the Zeni TNI-AD, while 37-year-old trainees were soldiers who had served in various Indonesian Army units throughout Indonesia. Based on the position, most respondents were in the Private position of 130 people or 39.4% and the rest were Officer and Non commission officer with the same number, each totaling 100 people or 30.3%.

The Results of Gap Rates Average in Service Quality and Coach Performance Variables

Service quality variables are measured by five indicators that have been explained previously, namely tangible, reliability, responsiveness, assurance and empathy. Here are the results of the average gap in the Service Quality and Coach Performance Variables.
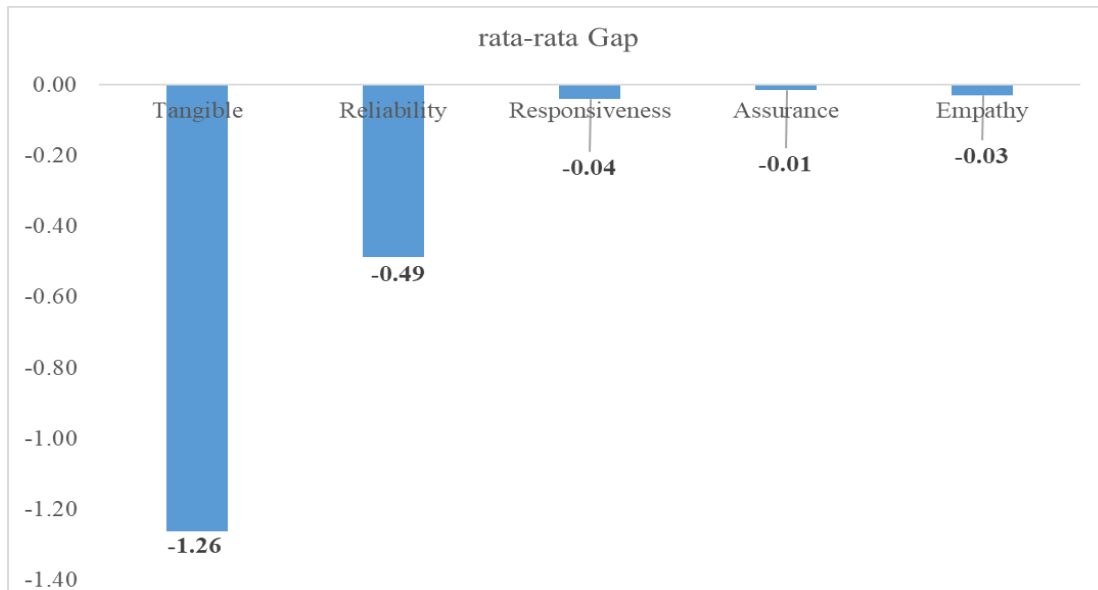
Figure 3 Gap average variable in service quality

The figure above shows that first, the largest average gap value in the tangible indicator is -1.26, it means all the attributes in the tangible indicator are far from the training participants expectations. Second, the average value of the smallest gap is assurance of -0.01, all attributes in the assurance indicator almost meet the training participants expectations. It can be concluded that the assurance indicator must be maintained and improved while the tangible indicator is of particular concern for Pusdikzi to be improved

Figure 4 Gap average variable ini performance trainer

From the Figure above shows that first, the largest average gap value is in the competency indicator of -0,966, means that all the attributes in the competency indicator are far from the expectations of the training participants. Second, the average value of the smallest gap is a teaching method of -0.707, it means that all the attributes in the teaching method indicator are closer to the expectations of the training participants. It can be concluded that indicators for teaching methods must be maintained and improved while competency indicators need a special concern from Pusdikzi to be improved.

IPA and CSI Analysis Result

To determine the position of all service quality and trainer performance attributes, it can be seen by using the Importance and Performance Matrix based on the score of the expectation level and the score of the trainer's performance level or the satisfaction of the 330 training participants. However, it is necessary to first calculate the average value of the expectation level score and the performance or satisfaction level score that will be plotted on the Cartesian diagram. Previously the average performance / satisfaction (X) and expectations (Y) were calculated in advance to make a cut point and produce a Cartesian diagram into four quadrants.
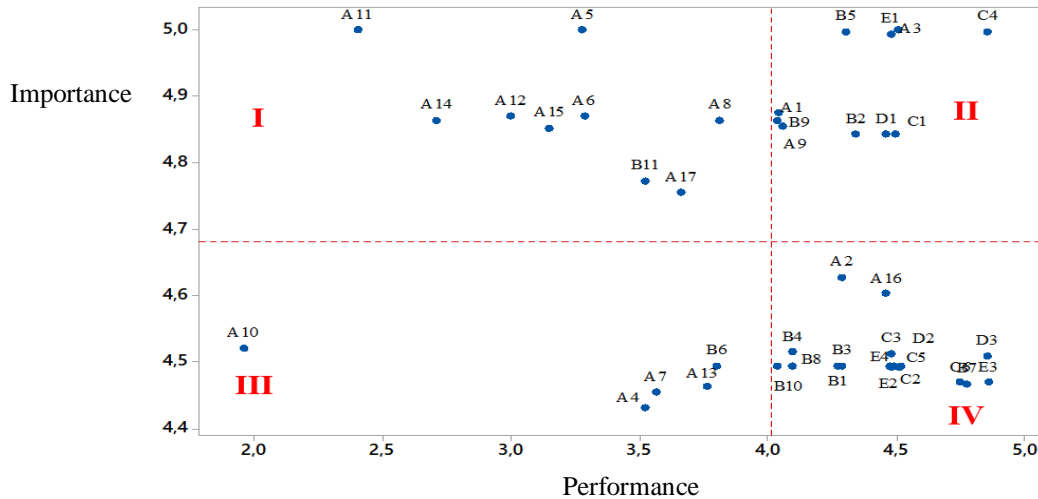
Figure 5 IPA quadrant of service quality

Service quality attributes included in quadrant one, namely the main priority that must be improved is that Pusdikzi has a comfortable classroom, Pusdikzi has a well-organized classroom, clean library facilities, Pusdikzi has a laboratory as a Training Participant facility for practical learning spaces, availability of complete practice of instruction tools, availability of clean barracks, availability of clean toilets, availability of clean places of worship and Pusdikzi organizing extracurricular activities to develop Training Participants interests and talents.

In the second quadrant which is the advantage for Pusdikzi and must be maintained and improved including the clean Pusdikzi environment, safe Pusdikzi environment, complete collection of books supporting subject matter in the library, procedures for accepting trainees appropriately, Pusdikzi directs trainees to be disciplined, pusdikzi directs participants the training has high loyalty, Pusdikzi provides information quickly, the service of Pusdikzi administration officers is good, Pusdikzi provides periodic reports of academic progress of training participants and Pusdikzi provides supporting books for the training participants.
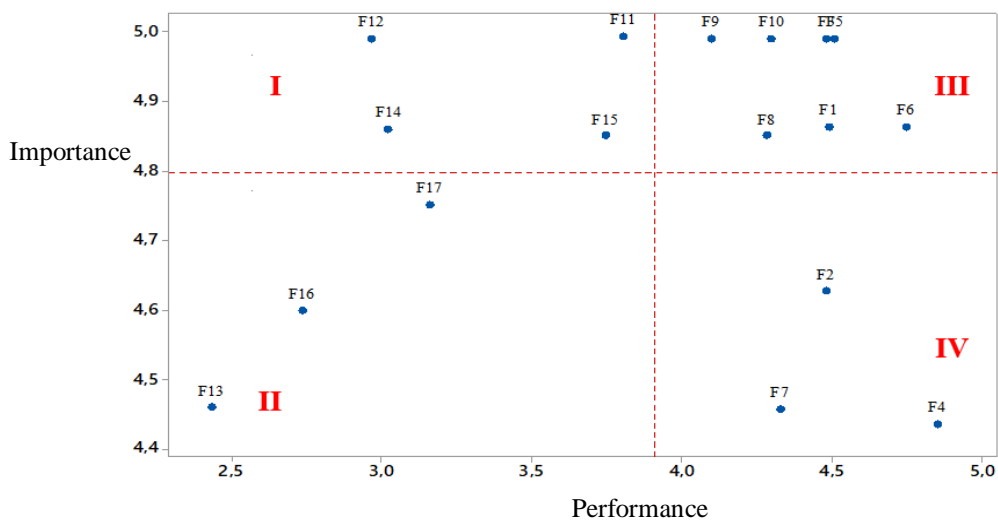

Figure 6 IPA quadrant of trainer performance

The trainer's performance attributes included in quadrant one are the main priorities that must be improved are the attitude of the trainer who is ready to help, the trainer masters the subject matter to help trainees maximize the achievement of learning outcomes, the trainer is able to control the learning atmosphere to remain conducive and the existence of a substitute Trainer (reserve).

Figure 7 CSI result

In the second quadrant which is the advantage of Pusdikzi and must be maintained and improved including there is a good interaction between the training participant and the trainer, the trainers wear clean clothes, the teaching-learning process takes place effectively, the teaching-learning process takes place in a timely manner (according schedule), friendly trainers attitudes, assertive trainers attitudes, brave trainers 'attitudes, trainers have broad insights, trainers attitudes and behaviors are convincing (dedicated and virtuous) and the trainers is always present on time at the training venue.

CSI results show that the level of satisfaction with the trainers' performance is 78.22%, lower than the quality of service by 80.21%. This can illustrate that the trainers performance must be improved so that it can provide satisfaction to the training participants.

Structural Model Result

In this research, the data analysis technique uses the Structural Equation Modeling (SEM) tiered structure model which is operated through the Linear Structural Relationship (LISREL) program. The software used is LISREL version of 8.7. Modeling through SEM enables a researcher to answer research questions that are both regressive and dimensional (i.e. measuring the dimensions of a concept) (Ferdinand, 2002). The advantage of SEM application in management research is because of its ability to confirm the dimensions of a concept or factor that is very commonly used in management as well as its ability to measure the influence of relationships that theoretically exist (Ferdinand, 2002). The structural model and loading factor values of the processed data are shown in Figure 8 below.
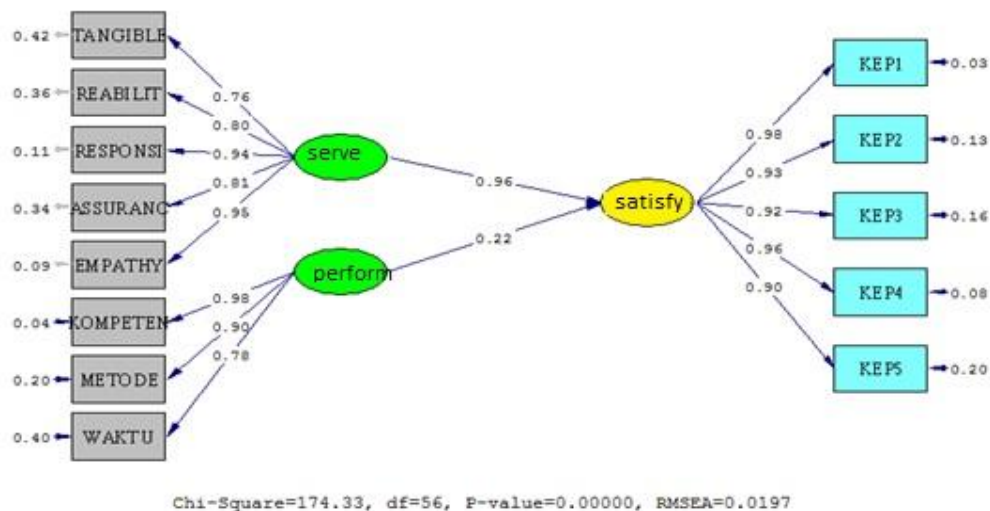

Chi-Square=174.33, df=56, P-value=0.00000, RMSEA=0.0197

Figure 8 Standardized loading factor

Structural model results show that service quality variables significantly influence the satisfaction of training participants. This can be seen from the value of the service quality coefficient of 0.96 and the value of t arithmetic 21.09 where the value of t arithmetic greater than t table alpha 5% is 1.96, which means significant. With a coefficient of 0.96 it can be interpreted that an increase in the quality of service is directly proportional to the level of training participants' satisfaction.

The trainers' performance variable has a significant effect on the satisfaction of trainees. This can be seen from the trainers coefficient value of 0.22 and the value of t arithmetic 11.85, which means the value of t arithmetic is greater than t table alpha of 5%, 1.96 means that the effect is significant. With a coefficient of 0.22 it means that the improvement in the trainers' performance is directly proportional to the level of training participants' satisfaction. Based on the two hypotheses, the comparison of service quality coefficients is greater than the effect of the trainers' performance on satisfaction. This shows that what gives a big influence on the satisfaction of training participants is the service quality, compared to the trainers' performance. Therefore the trainers' performance needs to be improved so that it can increase the training participants satisfaction.

CONCLUSIONS

1. The service quality variable for assurance indicators must be maintained and improved while the tangible indicators are of particular concern for Pusdikzi to be improved. For attributes that become Pusdikzi advantage must be maintained and improved are, clean Pusdikzi Environment. Pusdikzi environment is safe, Completeness of collection of books supporting subject matter in the library, Procedure for accepting training participants correctly, Pusdikzi directs training participants to be disciplined, Pusdikzi directs training participants to have high loyalty, Pusdikzi

provides information quickly, the service of Pusdikzi administration officers is good, Pusdikzi provides periodic reports on the academic progress of the training participants, Pusdikzi provides learning support books for the training participants.

2. CSI results show that the service quality variable by 80.21% is greater than the trainers' performance variable by 78.22%, so that the service quality must continue to be improved while the trainers' performance is improved.

3. The service quality has a significant effect and is directly proportional to training participants' satisfaction level. The service quality provided by a good training institution will affect the satisfaction of training participants.

4. The trainers' performance has a significant effect on the training participants satisfaction. The optimal trainers performance is greatly influenced the trainers' participants' satisfaction. SEM coefficient value on the effect of service quality on training participants' satisfaction, is greater than the coefficient value of the effect of the trainers performance on satisfaction.

Suggestions

Based on the results of the research, the suggestions needed in this research are as follows:

1. Pusdikzi should pay attention to what things must be prioritized to be improved. First the service quality variables that must be improved are Pusdikzi has comfortable study rooms, Pusdikzi has well-organized study rooms, clean library facilities, Pusdikzi has a laboratory as the training participant facility for practice learning spaces, availability of complete practice instruction tools, availability clean barracks, availability of clean toilets, availability of clean places of worship, Pusdikzi organizes extracurricular activities to develop training participants interests and talents. The two trainers' performance variables that must be improved are the

attitude of the trainers who is ready to help, the trainer masters the subject matter to help the training participants optimize the achievement of learning outcomes, the trainer is able to control the learning atmosphere to remain conducive, the existence of a substitute trainer (reserve).

2.   For further research, can add more other factors, which can affect satisfaction, in addition to the trainers' performance and the service quality.

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