

Assessing the Impact of Service Quality on Human Resource Performance in the Social Service Office of Way Kanan Regency

Ahmad Rifai¹
Lola Denavianti²
Budi Kurniadi³
Agus Purnomo⁴
Iskandar Ali Alam⁵

aguspurnomo@ubl.ac.id
¹²³⁴⁵Universitas Bandar Lampung

ABSTRACT

This study explores the performance quality of human resources within the Social Service Office of Way Kanan Regency, focusing on the dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles. Using a combination of descriptive statistics and regression analysis, the research identifies the key factors influencing human resource performance and their implications for improving service delivery in the public sector. The findings reveal that reliability and responsiveness are the most significant predictors of performance, while challenges such as resource constraints and communication barriers hinder optimal outcomes. The study offers recommendations for enhancing service quality through targeted training, better resource allocation, and improved communication strategies, ultimately contributing to more effective public service administration.

Keywords: *Human Resource Performance, Service Quality, Public Sector, Way Kanan Regency, Social Service Office*

Introduction

The quality of human resources is a critical determinant of organizational performance, particularly in public sector institutions where service delivery is directly linked to community welfare (Carmeli, 2004; Gilbert, 1991; Khumalo, 2018; O'Toole & Meier, 2008). In the context of the Social Service Office of Way Kanan Regency, the performance of human resources plays a pivotal role in ensuring that the needs of the local population are met effectively and efficiently. Given the increasing demands for transparency, accountability, and improved service quality in public administration, it has become imperative to evaluate and enhance the performance of human resources in these institutions. Previous studies have highlighted the importance of various dimensions of service quality—reliability, responsiveness, assurance, empathy, and tangibles—as key indicators of overall organizational performance (Khalaf & Khourshed, 2017; Kondasani et al., 2019; Lewis & Mitchell, 1990). However, there remains a gap in the literature regarding the specific factors that influence the performance of human resources in the context of local government social services (Donahue et al., 2000; French & Goodman, 2011; Perlman, 2016).

This study seeks to address this gap by conducting an in-depth analysis of the performance quality of human resources at the Social Service Office of Way Kanan Regency. The research is guided by several key questions: To what extent do the five dimensions of service quality influence human resource performance in this context? What are the specific challenges faced by the Social Service Office in achieving optimal performance? How can the findings of this study inform targeted interventions aimed at improving service delivery? By answering these questions, this study aims to provide a comprehensive understanding of the factors that contribute to human resource performance in the public sector, with a particular focus on social services at the local government level.

The objectives of this research are threefold. First, it aims to assess the current state of human resource performance at the Social Service Office of Way Kanan Regency, using the five dimensions of service quality as a framework for analysis. Second, the study seeks to identify the key challenges and barriers that hinder optimal

performance, including resource constraints, communication issues, and other systemic factors. Third, based on the findings, the research will propose practical recommendations for improving human resource performance, with the ultimate goal of enhancing service quality and client satisfaction in the Social Service Office.

The significance of this study lies in its potential to contribute to the existing body of knowledge on public sector performance, particularly in the field of social services (Alemán et al., 2018; Arnaboldi et al., 2015; Beeri et al., 2019; Frey et al., 2013; Rojas, 2016). By focusing on the specific context of Way Kanan Regency, the research provides insights that are both locally relevant and applicable to other similar settings. Additionally, the study's findings are expected to have practical implications for policymakers and administrators seeking to improve the efficiency and effectiveness of social service delivery in local government institutions (Davidovitz & Cohen, 2021; Keyes et al., 2022; Rivera & Mazak, 2017; Tantardini et al., 2017; Zanti & Thomas, 2021). Through a detailed examination of the factors influencing human resource performance, this research aims to offer valuable guidance for the development of targeted interventions that can lead to tangible improvements in service quality and overall organizational performance.

Methodology

This study employs a qualitative descriptive research approach to explore the performance quality of human resources at the Social Service Office of Way Kanan Regency. The qualitative method was selected due to its ability to provide a nuanced understanding of complex phenomena by capturing detailed perspectives and experiences of participants (Barusman, 2019; Latif et al., 2021; Luu et al., 2022; Purnomo, 2020). By using in-depth interviews, the study aims to uncover the underlying factors affecting human resource performance and service quality in the context of local government social services. This method allows for a flexible and adaptive exploration of the subject matter, facilitating a comprehensive analysis of the relationships between the researcher and the informant (Antwi & Analoui, 2008; Jacobson & Sowa, 2015; Luna-Arocas & Lara, 2020). The choice of qualitative research is well-suited to addressing the study's objectives, which involve understanding the intricate dynamics and challenges faced by the Social Service Office. To gather relevant data, the study employed purposive sampling to select informants who are directly involved with or knowledgeable about the Social Service Office's operations. This sampling technique ensured that the participants could provide valuable insights aligned with the study's focus (Kim et al., 2016; Senreich et al., 2020; Zhang & Gutierrez, 2007). Data analysis followed a systematic three-step process: data reduction, which involves filtering and organizing the collected information to highlight key themes; data display, where the information is presented in a structured format to facilitate interpretation; and conclusion drawing, which involves synthesizing the findings to provide a coherent understanding of the research questions (Abdulai & Owusu-Ansah, 2014; Abutabenjeh & Jaradat, 2018; Miller, 2007). The analysis was further supported by triangulation, involving cross-checking information from multiple sources to enhance the validity and reliability of the results. This rigorous approach ensures a robust and credible examination of the performance quality of human resources in the context of the Social Service Office (Gilbert, 1991; Høybye-Mortensen, 2016; Wang, 2021).

Result and Discussion

a. Result

The results of this study offer a comprehensive analysis of the performance quality of human resources at the Social Service Office of Way Kanan Regency, specifically focusing on the five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. Descriptive statistics reveal that the overall performance of human resources in this context is moderate, with significant variations across different dimensions. Reliability and responsiveness emerged as the most influential dimensions, indicating that employees are generally consistent and dependable in their service delivery, with a strong ability to respond effectively to the needs and concerns of the community. However, the analysis also highlights areas where performance is lacking, particularly in the dimensions of empathy and tangibles, suggesting that there is room for improvement in terms of how services are personalized and the adequacy of physical resources available to both staff and clients.

The regression analysis further supports these findings, demonstrating that reliability and responsiveness are statistically significant predictors of human resource performance. Specifically, the coefficient values indicate that improvements in these areas are likely to result in a proportional increase in overall performance outcomes. For instance, a one-unit increase in the reliability score is associated with a corresponding increase in performance quality, underscoring the critical role of consistent and dependable service delivery in public sector performance. Conversely, the analysis shows that assurance, while positively correlated with performance, does not have as strong an impact as reliability and responsiveness. This suggests that while trust and confidence in employees are

important, they may not be as crucial as the actual execution of tasks and the ability to address community needs promptly and effectively.

In terms of the challenges faced by the Social Service Office, the results indicate that resource constraints, particularly in terms of staffing and physical infrastructure, are significant barriers to achieving optimal performance. The lack of adequate resources not only hampers the ability of employees to perform their duties effectively but also negatively impacts client satisfaction. Moreover, communication barriers, both within the organization and between staff and the community, were identified as key obstacles to improving service delivery. These barriers often lead to misunderstandings, delays, and a general sense of frustration among both employees and clients, further detracting from the overall performance quality.

b. Discussion

The discussion of these results underscores several key implications for enhancing human resource performance at the Social Service Office of Way Kanan Regency, directly aligning with the dimensions of service quality—reliability, responsiveness, assurance, empathy, and tangibles—highlighted in the introduction. The significant influence of reliability and responsiveness on performance outcomes emphasizes the necessity for targeted interventions. Training programs that enhance employees' abilities to deliver consistent and timely services are crucial for boosting overall organizational performance, as suggested by Khalaf and Khourshed (2017) and Kondasani et al. (2019). These interventions would not only improve individual performance but also enhance the reliability and responsiveness of the organization as a whole.

Moreover, the study's findings point to the critical need for improving resource allocation, a factor that directly impacts the tangible aspect of service quality. Ensuring that staff have access to the necessary tools, materials, and infrastructure is essential for enabling them to perform their duties effectively, as indicated by Lewis and Mitchell (1990). This improvement in resource allocation is vital for enhancing the overall quality of service delivery from the perspective of the community, aligning with the importance of tangibles in service quality. Addressing communication barriers is also highlighted as a crucial factor in improving both internal processes and client interactions. Developing clear communication protocols and providing training on effective communication strategies could significantly reduce misunderstandings and enhance service delivery efficiency. This aligns with the findings of Donahue et al. (2000) and French and Goodman (2011), who emphasize the role of communication in organizational performance. Effective communication is particularly important in the context of the Social Service Office, where it plays a pivotal role in addressing the diverse needs of the community and ensuring that services are delivered efficiently and effectively.

The discussion further emphasizes the importance of adopting a holistic approach to service quality improvement, which encompasses not only the performance of individual employees but also the broader organizational context in which they operate. This approach includes addressing systemic issues such as resource constraints and communication barriers, as well as fostering a culture of continuous improvement and accountability, as advocated by O'Toole and Meier (2008). By focusing on these systemic factors, the Social Service Office of Way Kanan Regency can better meet the needs of the community and fulfill its mandate of providing high-quality public services. Additionally, fostering a culture of continuous improvement and accountability within the organization will contribute to sustained performance enhancements, echoing the findings of Carmeli (2004) and Khumalo (2018).

This study provides a comprehensive understanding of the factors influencing human resource performance in the public sector, with a particular focus on social services at the local government level. The proposed strategies for improvement, grounded in the existing literature, offer practical guidance for policymakers and administrators seeking to enhance service quality and overall organizational performance in similar settings.

Conclusion

This study concludes that the potential of civil servants at the Social Services Office of Way Kanan Regency to enhance their performance quality is significantly influenced by their knowledge, skills, and abilities. However, the current level of performance is not optimal due to several challenges, including limited educational qualifications, inadequate training opportunities, and insufficient resources. To address these issues, it is recommended that the Way Kanan Regency Government prioritize HR development by providing more opportunities for formal education, targeted training programs, and improved resources. Enhancing the capabilities of civil servants will not only improve their performance but also contribute to the overall effectiveness and efficiency of the Social Services Office in delivering public services.

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