

The Influence Of Online Service Quality And Work Environment On The Level Of Customer Satisfaction At UPTD KIR At The South Solok LH And Transportation Department

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DOI: [10.59631/sijosi.v1i1.173](https://doi.org/10.59631/sijosi.v1i1.173)

Abstract

This research aims: (1) To describe online service quality, work environment, and customer satisfaction, (2) to determine the effect of online service quality on customer satisfaction (3) to determine the influence of the work environment on the level of customer satisfaction (4) to determine the effect of online service quality and work environment on customer satisfaction at UPTD (Regional Technical Test Unit) at the South Solok Regency Environmental and Transportation Settlement Area Housing Service. The research design is descriptive and causal. Data analysis used Multiple Regression Analysis with the SPSS for Windows 23 computer program. Online services have a significant influence on satisfaction. This shows that the work environment significantly influences the level of customer satisfaction at UPTD KIR at the Housing Service for the Environment and Transportation Settlement Area of South Solok Regency. (3) The work environment significantly affects the level of customer satisfaction. This shows that the work environment significantly affects the level of customer satisfaction at UPTD KIR at the Housing Service for the Environment and Transportation Settlement Areas of South Solok Regency. (4) The results of the first test from the Anova test or F test can be drawn. This means there is a significant influence between the online service quality variables and the work environment together on the level of customer satisfaction at UPTD KIR.

Keywords : Online service environment, work environment and customer satisfaction

1. Introduction

South Solok Regency has been an expansion district of Solok Regency since 2004. The newly expanded district of course, still has many shortcomings that must be addressed in order to catch up with other established districts. One of the departments in South Solok Regency is the Kasawan Housing, Environment, and Transportation Department of South Solok Regency. The community service sector responsible for testing motorized vehicles is UPTD KIR, commonly known as KIR Kearaaan. KIR (Dutch = KEUR) is a collection of a series of activities to test motorized vehicles as a sign that the vehicle is technically suitable for use on the road, especially for vehicles carrying passengers and goods. UPTD KIR for motor vehicles is responsible for carrying out physical checks on customer vehicles in their area. The UPTD KIR for motorized vehicles in South Solok Regency is of great value to the

community because it impacts its effectiveness and efficiency. UPTD KIR for motorized vehicles in South Solok Regency. We strive to provide maximum service to customers. Even now, physical inspections of motor vehicles are carried out online.

In the increasingly developing digital era, online services have become integral to many organizations, including the Integrated Service Unit of the Fire and Rescue Service (UPTD KIR) under the South Solok Regency Environment and Transportation Service. Online services provide easy access for customers (Mofokeng, 2021) and determine their perception of the quality (Taufiq-Hail et al., 2023) of services provided by the organization (Rita, Oliveira, & Farisa, 2019). On the other hand, the work environment within UPTD KIR has a significant role in shaping service quality and customer satisfaction (Kukreti & Dani, 2021). Internal communications, resource availability, and employee satisfaction levels can influence how service is delivered to customers.

However, amidst the challenges faced by the Department of Environment and Transportation, including budget constraints and ongoing policy changes, attention to developing the quality of online services and the work environment may not always be a top priority. Therefore, it is essential to understand how online service quality and work environment contribute to customer satisfaction (Dai, Luo, Liao, & Cao, 2015; Gautam & Sah, 2023; Gong & Yi, 2018) at UPTD KIR. This research aims to fill this knowledge gap and provide valuable insights for management in improving the quality of online services and the work environment to increase customer satisfaction and strengthen the organization's reputation amidst increasingly fierce competition in public services.

2. Research Method

This research method uses a descriptive and causal approach. A descriptive approach provides a clear picture of the object under study by taking samples from a population and using questionnaires as a data collection tool. Meanwhile, the causal approach aims to prove cause-and-effect relationships or relationships that influence and are influenced by the variables studied (Hamaker, Mulder, & van IJzendoorn, 2020). The research was conducted at the Kasawan Housing Department, Environment and Transportation, Solok Seatan Regency in October-November 2023. Samples were taken from the population using a questionnaire as a primary data collection tool. Data is also collected through documentation, such as literature books and accountability reports, at the relevant departments.

The validity and reliability of the measurement instruments were tested using Pearson correlation and Alpha-Cronbach techniques with the help of the SPSS program. Validity measures the accuracy of using indicators to explain the concept being studied, while reliability measures the consistency of an indicator.

Data analysis was carried out using multiple linear regression analysis to test the relationship between the independent variables (online service quality and environment) and the dependent variable (level of customer satisfaction). The coefficient of determination (R²) measures how much the independent variable can explain variations in the dependent variable. The t-test is used to test the significant influence of individual independent variables on the dependent variable, with a significance level of 0.05. Meanwhile, the F test is used to test the simultaneous influence of independent variables on the dependent variable.

3. Results and Discussion

Descriptive statistics are generally used in research to provide information about the characteristics of the leading research variables. The measures used in the description include average, median, mode, and standard deviation.

Table 1. Frequency Distribution of Age of Respondents

SNo	Interval (Tahun)	Fi (orang)	%
1.	20-40	12	34
2.	41-54	13	39
3.	>55	4	27
	Total	30	100

Source: Primary data processed (2023)

Based on Table 1 above, the majority of respondents were aged between 41-54 years, namely with a percentage of 39%, while those aged more than 55 years were only 4 people and were at least 27% and were the most and the rest were aged 20-40 years around 34%. Thus, it can be concluded that the dominant respondents were 41-54 years old, totaling 39 people.

Table 2. Respondent Sex Frequency

No	Sex	Freq	%
1.	Male	15	70
2	Female	5	30
	Total	30	100

Source: Primary data processed (2023)

Table 2 shows that the majority of respondents were male, namely 70%, while there were only 5 female respondents, with a percentage of 30%. This means that male respondents are more dominant than female respondents, namely 30 people.

Table 3. Number and Percentage of Respondents Based on Last Education

No.	Last Education	Freq	(%)
1	SMP	5	10%
2	SMA	35	70%
3	D3/S1	10	20%
Total		50	100

Source: Primary data processed (2023)

From Table 4 above, it can be seen that 5 respondents in this study had a junior high school educational background, or 10%, 35 people had a high school educational background or 70%, and 10 had a D3/S1 educational background person or 20%.

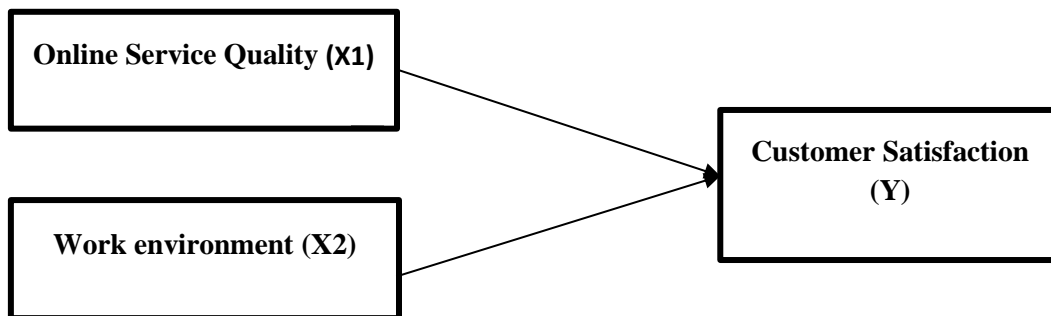


Figure 1. conceptual framework

Based on the results of reliability testing, namely the Cronbach alpha value above 0.6, it can be concluded that in general all the variables in the research are considered reliable.

Table 4. Hasil koefisien Datermininasi(R²)

Model Summary						
Mode	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
1					R Square Change	F Change
1	,776a	,602	,594	4,766	,602	73,499

Source: Primary data processed (2023)

The Coefficient of Determination (R²) measures how far the model can explain variations in the dependent variable (Chicco, Warrens, & Jurman, 2021; Piepho, 2019). The coefficient of determination value is between zero and one. A small R² value means that the ability of the independent variables to explain variations in the dependent variable is minimal. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable.

Table 5. Partial Test (t-Test)

Dependent Variable: y	
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Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10,066	2,848		-3,535	,260		
x1	,367	,059	,500	6,265	,002	,643	1,555
x2	,348	,076	,365	4,576	,000	,643	1,556

Source: Primary data processed (2023)

To see the magnitude individually (partially) the t test is used.

Table 6. Hypothesis Testing Results for F Test

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3338,916	2	1669,458	73,499	,000b
	Residual	2203,274	97	22,714		
	Total	5542,190	99			

a. Dependent Variable: customer satisfaction (y)

b. Predictors: (Constant), online service quality (x1), work environment (x2)

Source: Primary data processed (2023)

Based on the calculation results in the F test results table, it can be seen that the calculated F value is 73.499. Thus, F count > F table 3.09, and the significant value is $0.000 < 0.05$, which means H0 is rejected and Ha is accepted. So, it can be concluded that the variables online service quality (X1) and work environment (X2) simultaneously have a significant effect on the level of customer satisfaction (Y).

4. Conclusion

First, based on descriptive analysis, the average online service quality score is 392.14, with a respondent achievement level of 78.43%, a relatively good criterion. Based on descriptive analysis, the average work environment score is 396.2, with a respondent achievement level of 79.24%, which is a pretty good criterion. Based on descriptive analysis, the average customer satisfaction score is 401.09, with a respondent achievement level of 80.2% are in good criteria. Second, the Online Service Quality variable significantly influences customer satisfaction with a calculated t-value of 6.265 at a significance level 0.000. t table 1.984 (t count > t table) where H01 is rejected, and Ha1 is accepted, this shows that the work environment

has a significant effect on the level of customer satisfaction at UPTD KIR at the South Solok Regency Environment and Transportation Settlement Area Housing Service.

Third, the work environment has a significant effect on the level of customer satisfaction; this is proven by the t count of 4.576 and the table of 1.984 (t count > t table) where based on the calculation results in the F test results table, it can be seen that the calculated F value is 73.499. Thus, F count > F table 3.09, and the significant value is $0.000 < 0.05$, which means H_0 is rejected and H_a is accepted. So, it can be concluded that the variables online service quality (X1) and work environment (X2) simultaneously have a significant effect on the level of customer satisfaction (Y). Fourth, the results of the first test from the Anova test or F test can be concluded: the F-number 73.99 is greater than the F table 3.09, so H_{03} is rejected, and H_{a3} is accepted. This means that the quality of online services and the work environment together significantly influence the level of customer satisfaction at UPTD KIR at the Housing Service for the Environment and Transportation Settlement Areas of South Solok Regency.

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