

## Professionalism Public Service Management

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### Abstract

The basic purpose of public sector management is to realise good service through equity philosophy. Equity theory is deemed relevant at this time because it may illustrate the relationship between customer views of human resource distribution (employees). Employee attitudes were demanded that employees demonstrate their competency, which was represented by professionalism and timeliness of employees. The innovative aspect of this study is the use of responsiveness as an intervening variable to improve public service. The employee's capacity to solve client problems is also a consumer judgement of service quality, particularly in terms of response. In-depth, good service describes an employee's responsiveness to customer requests, which is one part of achieving customer happiness. The goal of this study is to demonstrate the effectiveness of professionalism and timeliness in boosting customer satisfaction by using responsiveness as an intervening variable. This study employed a quantitative approach with a survey design. The study is being conducted in the Agam Class II Immigration Office in West Sumatera. A valid and reliable questionnaire was used to collect data. The data was then analysed via route analysis. According to the findings of the study, professionalism and timeliness have both direct and indirect effects on customer satisfaction.

**Keywords:** Equity; Professionalism; Timeliness; Responsiveness; Customer Satisfaction

### Introduction

The government is divided into two functions: regulatory and service. The regulatory role is related to the government's function of carrying out the nature of the state as a lawful state. While the service function is related to the government's job of running the country in conformity with its nature as a welfare state. The government's service function is one type of public service management that attempts to achieve justice and welfare in service to the community (Assyahri et al., 2022; Bila & Saputra, 2019; Hardiansyah, 2011). The government performs the service function, which is enhanced by restrictions in Public Services Law Number 25 of 2009. According to the regulation's Chapter I, Article I, paragraph I, "public services" are "a series of activities in the context of fulfilling service needs in accordance with the laws and regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers." The core of service is that clients buy the advantages of the goods or services rather than the goods or services themselves. As a result, regardless of the shape of the product generated, an agency or firm always provides services or products to clients. Customer success rate goods or services are established when customers use or take what is supplied to them rather than by agents or organisations (Fandy & Gregorius, 2016).

In principle, the public service providers referred to are the responsibility and are carried out by government agencies at the center, in the regions, State-Owned Enterprises or Regional-Owned Enterprises, in the form of both services and goods. The core of service is that clients purchase the benefits of goods or services rather than the items or services themselves. The value of a successful

service of an item or service for customers is established when customers take advantage of or receive what has been supplied to them (Bila, 2020; Fandy & Gregorius, 2016). Services are numerous invisible items that need human work and make use of various sorts of equipment. Dasman Lanin, Syamsir et al., 2019; Ivancevich et al., 1997) define public service as an effort made by the service provider to solve problems or meet the requirements of those served. The utility of customer services can be judged by the fit between consumer expectations of service and the actuality of the service they receive, commonly known as customer satisfaction.

Service procedures at the immigration authorities are restricted. Class II religions continue to offer sophisticated services such as queue number swallowing. This is consistent with internet news on investigative reporting sites stating that getting a queue number for an application was still challenging. Queue recording is done automatically online, however applying online is difficult. Object This is also due to the lack of defined criteria for online queue registration. After being certified by immigration by the section head, means of information and communication, providing information, online registration regulated, and only from Friday afternoon to Sunday afternoon. After registering, you can also stand in line for the next week. This obviously demonstrates the lack of responsiveness as a result of immigration consumers. Immigration services are likewise in high demand.

Religion has a restriction of 60 applicants in the service of making passports at the Class II Immigration Office. The number of applicants is less than that of the immigration authority Class I Padang, which serves 100 applicants per day. Even the Padang Class I Immigration Office requested that the queue be increased to 125 applications per day. Considering the surrounding area, the number of lineups by immigration class II religion is deemed insufficient. As a result, the office is delayed in responding to the customer's request for service.

## Literature Review

This study focuses on customer satisfaction, which is influenced by the factors professionalism and punctuality, with responsiveness acting as an intervening variable. Satisfaction is described as a customer's overall attitude towards service providers or an emotional reaction to the gap between what is expected and what they receive, as it relates to the fulfilment of objectives, goals, or ambitions (Bila, 2020; Hansemark & Albinsson, 2004).

There are three major theories of consumer satisfaction. The Theory of First Contrast. According to this hypothesis, clients recognise pleasure by comparing actual employee performance to service expectations held by customers. If the employee's actual performance exceeds or equals expectations, the consumer or customer will be pleased. The second theory of assimilation. According to this idea, there is a distortion gap between expectations and performance towards initial expectations due to process disconfirmation, which is not psychologically healthy. Three assimilation hypotheses are contrasted. According to this idea, the assimilation effect is a function of the level of tension between expected and actual performance. If the disparity is too great, buyers will perceive the product to be better or worse than it is. If the gap is not too large, the assimilation theory, namely medium voltage actual performance with the assumption that it will be considerable, applies.

Equity theory is one method of measuring customer satisfaction. Equity theory is a justice theory that can assist explain the relationship between consumer views of partner resource distribution, when customers have appropriate involvement in service creation, and whether customers are satisfied with the contribution of shared services. Nonconformity Customer commitment is a result of unfairness or injustice in resource distribution. As a result, customers believe they should receive good, homogenous service. Many clients are so disloyal as a result (Frinaldi et al., 2019a; Grisseman & Stokburger-Sauer, 2012). Because equity is a more relevant evaluation to utilise when clients receive service again, it is a measurement in customer satisfaction. As fairness helps bridge the gap between happiness and customer service use decisions, equity theory is expressly judged. As a result, equality has become a more closely associated and pertinent term in the context of cumulative evaluation (Johnson, 1998). Vertical justice and horizontal justice are two indications of equity theory. Vertical justice emphasises the notion of treating people differently depending on their circumstances. Horizontal justice is defined as equal treatment under the same conditions, which includes 21 resources, inputs, and expenditures for the same demands, as well as the same expenditures and income (Murti, 2001).

The main item that needs to be changed to boost customer happiness is the quality of service, because the two are inextricably linked. Customers benefit from quality in establishing long-term beneficial connections with service providers. The emotional intimacy that develops allows the service provider to comprehend the customer's or service recipient's expectations and wants. When service providers understand their customers' expectations and wants, they can maximise the provision of a good experience while minimising the provision of an unpleasant one (Assyahri et al., 2021; Bila & Lanin, 2020). Satisfaction is defined as a comparison of community service expectations and actuality (Assyahri & Frinaldi, 2021; Frinaldi et al., 2020). Responsiveness is a key aspect in service quality. This is regarded in terms of the relevance of responsiveness in deciding the long-term viability of the agency or service provider organisation. One of the dimensions that can boost customer satisfaction in the long run is responsiveness (Kattara et al., 2015). According to empirical evidence, service providers' responsiveness to customer questions and concerns increases customer satisfaction (Pandey & Devasagayam, 2010). The theory of Zeithalm, Parasuraman, and Berry indicates that there are four points that can be utilised to measure responsiveness in this study, including certainty of service time, speedy service, willingness to serve consumers, and readiness to reply to customer request.

Professionalism is vital in public services since it informs customers about the quality of a service. Professionalism can also be defined as the ability to solve problems clearly, make decisions with minimal knowledge, and accept uncertainty. A professional must have wide knowledge, a positive attitude, ethical behaviour, excitement, faith in and application of a code of ethics, integrity and honesty, respect for others and oneself, and competence (Schon and Swick in Zafiropoulos, 2016). Nonprofessionals can have a negative impact on services (Bowman et al., 2016). The officer's professionalism is critical and directly tied to the organization's growth. Officers with high skills will create officers who perform well at work. These abilities are acquired by learning and will be enhanced if a person can adapt to his surroundings (Assyahri et al., 2018; Frinaldi, 2017). Customers assume that service providers known as employees have the competence and experience to professionally fix their concerns. Customers can use this as an assessment to determine service quality (Gronroos, 1988; Maresti & Riza, 2020). Professionalism is crucial because it strengthens officers' capacity to respond to or respond to customer needs in service (Kearney, 1988). Professionalism is also vital in satisfaction because it plays a large role in customer satisfaction. This engagement is due to the fact that professionalism has a distinct personality and can deliver varying levels of satisfaction to each consumer (Assyahri & Vaguita, 2019; Sonne, 1999). In this study, the indicators of the professionalism variable are based on the indicators proposed by (Mori, 2020), which were developed into four points, namely competent officers, officers who behave fairly, staff who are knowledgeable and trained in their fields, and officers' service skills.

Timeliness is another factor that influences consumer happiness. Timeliness is a service that allows you to respond rapidly to crucial customer contacts, deal with critical issues, and avoid spreading these customer problems to other employees (Mori, 2020). The degree to which the system responds to all requests for information and actions in a timely manner is referred to as timeliness.

Wixom and Todd (2005). Timeliness is vital since the firm requires it to overcome the spread of unfavourable information about the company's services (Stavens, 2018). Timeliness and service quality are inextricably linked. In service, the responsiveness of service providers is defined by their timeliness in reacting to consumer requests (Iberahim et al., 2016). Timeliness in service is critical since precision is required to ensure that actions made do not pose a risk in the future. Furthermore, punctuality is related to consumer satisfaction (Angelova & Zekiri, 2011). Timeliness can also be understood as a team's complete dedication to operations in order to avoid complaints. Customer satisfaction will rise with flexible punctuality (Abu Bakar et al., 2016).

In this study, the following hypotheses were developed:

H1: Professionalism has a direct impact on customer satisfaction. H2: Timeliness has a direct impact on customer satisfaction.

H3: Professionalism and timeliness have a direct impact on client satisfaction.

H4: Professionalism has an indirect effect on customer satisfaction. H5: Timeliness has an indirect effect on customer satisfaction.

H2: Professionalism and timeliness have an indirect effect on customer satisfaction.

## Methods

This study employs quantitative tools and a survey strategy. Quantitative research is a research method founded on philosophy positivism that is used to analyse a population or sample using statistical data analysis. Deductive reasoning is used in this quantitative research approach. The goal is to demonstrate the theory that has been established (Sugiyono, 2017). The immigration office class II in Agam, West Sumatra, is the site of this study. Customers who obtain passport services at the Class II Agam Immigration Office with walk-in service comprise the population in this study. Agam Class II Immigration Office was chosen for location research because there are only two immigration offices in West Sumatra, and the Class II Agam Immigration Office has a relatively large working area, namely three cities and five regencies. The research was carried out over the course of six months. The sample size for this study was 394 respondents gathered through a multistage random sampling procedure (Silaen Widiyono, 2013). A questionnaire that had been verified for validity and reliability was used to collect research data. The obtained data is processed using the IBM SPSS application. Path analysis is used to analyse research data in order to describe the direct and indirect effects of factors. The goal of this study is to demonstrate the indirect relationship between the independent variable and the dependent variable. The variables in this study were three: the independent variable consisting of professionalism (X1) and punctuality (X2), the dependent variable, customer satisfaction (Y), and the intervening variable, responsiveness (X3).

## Results and Discussion

A partial regression test, often known as the t test, was used to analyse the data. The t test yielded the following results:

**Table 1. Analysis of T Test in Research Variables**

Variable Analysis	Significance	Standardized coefficient	Description
Effect of X1 on X3	0.00	0.383	There is a positive effect of X1 on X3
Effect of X2 on X3	0.00	0.363	There is a positive effect of X2 on X3
Effect of X1 on Y	0.00	0.131	There is a positive effect of X1 on Y
Effect of X2 on Y	0.00	0.182	There is a positive effect of X2 on Y
Effect of X3 on Y	0.00	0.579	There is a positive effect of X3 on Y

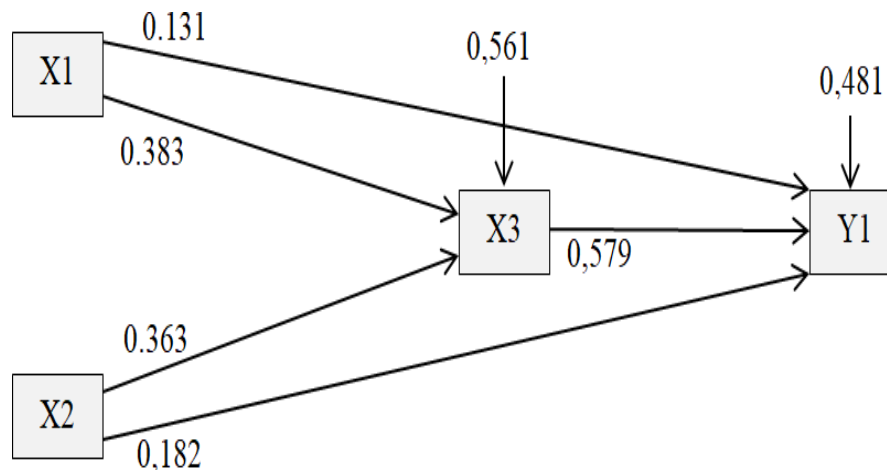
According to the data in table 1, all variables have some influence on the dependent variable. The effect of responsiveness on customer satisfaction has the most direct influence. The following are the findings of the simultaneous regression test:

**Table 2. Analysis of F Test Analisis Uji F in Research Variable**

Variable analysis	Significance	Adjusted R Square	Description
Effect of X1 and X2 toward X3	0.00	0.436	There is an influence with a contribution of 43.6%

Effect of X1 and X2 toward Y	0.00	0.328	There is an influence with a contribution of 32.8%
Effect of X1, X2 and X3 toward Y	0.00	0.516	There is an influence with a contribution of 51.6%

Furthermore, path analysis is used in the data analysis. The following figure depicts the outcomes of data analysis using path analysis.



Based on these findings, the route coefficient that exists outside of this model and influences the customer satisfaction variable is 0.561, or 56.1%. The significance value is then shown to be 0.05, which is 0.00. Then  $Y1X1 = Y2X2 = Y1X3 = 0$ , implying that the characteristics of professionalism, timeliness, and responsiveness all have an impact on customer satisfaction. The table below shows the study's findings, which indicate the direct and indirect implications of this research.

**Table 3. Analysis of Direct and Indirect Effects of Research**

Variable Analysis	Direct	Indirect
Effect of X1 Toward Y	0.0172	
Effect of X2 Toward Y	0.0331	
Effect of X3 Toward Y	0.335	
Effect of X1 and X2 toward X3	0.436	-
Effect of X1 and X2 toward Y	0.0328	-
Effect of X1, X2 and X3 toward Y	0.516	-
Effect of X1 Toward Y through X3	-	0.222
Effect of X2 toward Y through X3	-	0.210

Next step, the result of this research was analyzed. In this research, it has been found that the professionalism of officers accompanied by timeliness in service will have a direct positive impact on customer satisfaction. This means that professional officers accompanied by good timeliness in service

will also provide good satisfaction to customers. Professionalism it has a positive influence on public service satisfaction. The service provider's ability to work has met the standard, with evidence of a positive influence on ability performance on customer satisfaction (Lanin, 2014). That professionalism affects satisfaction. Professionalism is important in satisfaction because professionalism has full involvement in customer satisfaction. This involvement is because professionalism has a character unique and can provide different satisfaction to each customer (Sonne, 1999).

On the other hand, if the staff is unprofessional and accompanied by no timeliness, the customer will be dissatisfied with the service. Professionalism is related to customer satisfaction (Hardiyanti, 2018). Customer perception is related to skills that are integrated with knowledge, professional competence, service management skills and communication with customers. These all have an influence on customer perceptions which will be shown through customer satisfaction (Rantung, 2015). Professionalism is not only related to work, but includes a commitment to serving others and being dedicated to their work, so that later it will create satisfaction for the people they serve (George, 2016). In addition, someone will be said to be professional if he is able to answer quickly what is needed by his customers (Brady & Cronin Jr, 2001; Frinaldi et al., 2022). Timeliness is related to the ability to provide services accurately, efficiently, and reliably. Punctuality can also be interpreted as a full commitment team in operation to avoid complaints. flexibility in service completion will increase customer satisfaction (Abu Bakar et al., 2016).

The results of this research indicate that there is an indirect effect of the professionalism variable on satisfaction through responsiveness. The indirect effect of these variables was stronger than the direct effect. Thus, it can be stated that in order to know the professionalism of officers in service and have a good impact on customer satisfaction, responsiveness of officers in service is needed. So service is not merely knowing the professionalism of officers in service and giving a good impact on customer satisfaction, it takes the responsiveness of officers in service. Responsiveness service providers can also be seen from the willingness and readiness of employees to provide services. The willingness and readiness of these employees are related to the ability to provide valid information to customers (Felix, 2017).

Liao (2016:3) states that responsiveness is not only needed to meet needs, but how officers can become professional when problems occur in service. Based on the results of this study, in addition to being directly affected, the timeliness variable also affects customer satisfaction indirectly through the responsiveness variable. This responsiveness can be seen from the ability of service providers to respond to customer needs with the certainty of the time given to customers when getting service, the existence of fast service and the willingness and readiness of officers to meet customer needs (Frinaldi et al., 2019b; Iberahim et al., 2016). Responsiveness is important in determining the future agency or service Provider Company in the long term. Responsiveness is one dimension that can increase satisfaction with long-term customers (Kattara, 2015). In addition, responsiveness to customer inquiries and complaints by service providers will increase customer satisfaction. It is missing the service completion process. Then, responsiveness be of positive value in conflict resolution between service providers and customer (Pandey, 2010).

The recommendation from this research that can be made by the related Immigration Office with professionalism to increase customer satisfaction the services provided by immigration are

(1) increasing the capacity of immigration officers by providing training especially related with competent services, (2) conduct training that improve the skills of officers in providing services to customers Immigration office. Efforts were made to improve timeliness in service are (1) providing time clarity to customers, so there is certainty in waiting for one of them with an information board related to service time, (2) the availability of facilities and infrastructure to communicate with customers, thereby addressing the absence delays in the delivery of information from officers to office customers immigration. Meanwhile, to improve the responsiveness of officers in service, efforts that can be made are (1) increase the commitment of officers in provide fast and precise service, (2) improve discipline officers in providing services to customers. Despite having professionalism, punctuality and responsiveness influence customer satisfaction, there are still other factors in this study that is not examined but influences customer satisfaction. Therefore, further research is needed to determine the factors other factors that have a strong influence on shaping satisfaction customer. Then, this research

is expected to be a basis in decision-making in the field of services especially related to customer satisfaction by Immigration Class II Agam in the future.

#### Conclusion

This research has found that professionalism, timeliness and responsiveness have a positive influence both directly and indirectly on customer satisfaction with services at the Class II Agam Immigration Office. From the results of this study, it can be stated that the relationship between the independent variables and the dependent variable is indirectly greater than the direct effect. The variable that has a major contribution in the correlation is the responsiveness variable. This research is fundamental because this research is one of the evaluations of public services that satisfy the community. Employee professionalism is very influential on service, it's just that some factors indirectly affect professionalism itself. Timeliness is also a matter to be considered in fulfilling satisfaction, so that timeliness is also a variable in this study. This research needs to be studied. Although in previous research, the variables of professionalism

and satisfaction have become a general study. However, this research is here to state that satisfaction is not only directly influenced by the independent variable, but there are also independent variables that indirectly affect the dependent variable.

Table 3 data reveals that the responsiveness variable has a significant direct impact of 0.579, followed by the timeliness variable. The professionalism variable has a weak link with customer satisfaction, with a coefficient of 0.0172. Regarding reactivity, professionalism has a coefficient of 0.383. The timing variable has a contribution of 0.363.

Subsequently, the findings of this study were examined and evaluated. This research has revealed that the combination of officers' professionalism and promptness in service will directly enhance customer satisfaction. Consequently, the presence of competent personnel who adhere to punctuality in their duties will result in high levels of client satisfaction. Professionalism exerts a favourable impact on the level of satisfaction with public services. The service provider's competence has been in accordance with the established criteria, as demonstrated by a favourable impact on customer satisfaction (Lanin, 2014). Professionalism has an impact on contentment. The presence of professionalism is crucial for achieving customer happiness, as it directly influences the level of satisfaction experienced by customers. This engagement arises from the distinctiveness of professionalism, which has the ability to offer individualised satisfaction to each consumer (Sonne, 1999).

Conversely, if the team lacks professionalism and fails to meet deadlines, the consumer will be unsatisfied with the service. Customer satisfaction is closely linked to professionalism (Hardiyanti, 2018). Customer perception is influenced by a combination of talents encompassing knowledge, professional expertise, service management abilities, and effective customer communication. All of these factors have an impact on how customers perceive a product or service, as evidenced by their level of satisfaction (Rantung, 2015). Professionalism encompasses more than just job performance; it entails a dedication to serving others and a strong devotion to one's profession, ultimately resulting in happiness for those being served (George, 2016). Moreover, an individual can be deemed professional if they possess the capability to promptly address the specific requirements of their clientele (Brady & Cronin Jr, 2001; Frinaldi et al., 2022). Timeliness is associated with the capacity to deliver services with precision, effectiveness, and dependability. Punctuality can be understood as the complete dedication of a team in order to prevent grievances. Enhancing the ability to complete services in a flexible manner will lead to higher levels of client satisfaction, as stated by Abu Bakar et al. (2016).

The findings of this study suggest that the characteristic of professionalism has an indirect impact on satisfaction through responsiveness. The indirect impact of these variables was more potent than the direct impact. Therefore, it can be asserted that in order to assess the level of professionalism exhibited by officers in their duties and positively influence customer satisfaction, it is important to have responsive officers in service. Service is more than only assessing the professionalism of officers and their ability to positively influence customer satisfaction. It also necessitates the promptness and attentiveness of officers in their duties. The responsiveness of service providers can also be assessed based on the employees' willingness and preparedness to deliver services. The employees' willingness

and preparedness are correlated with their capacity to furnish clients with accurate information (Felix, 2017).

According to Liao (2016:3), responsiveness is not only necessary for meeting requirements, but also for enabling officers to demonstrate professionalism when faced with service-related issues. According to the findings of this study, the timeliness factor not only has a direct impact on customer satisfaction, but it also indirectly influences it through the responsiveness factor. The responsiveness of service providers is evident in their capacity to promptly address client needs, as demonstrated by the accurate estimation of service time, the provision of expedited service, and the willingness and preparedness of staff to satisfy customer requirements. The references cited are Frinaldi et al., 2019b and Iberahim et al., 2016. The long-term viability of an agency or service provider company is heavily influenced by its level of responsiveness. According to Kattara (2015), responsiveness is a factor that can enhance satisfaction among customers who have been with a company for a long time. Moreover, the act of promptly addressing consumer enquiries and complaints by service providers would enhance customer happiness. The service completion process is absent. Responsive behaviour is highly beneficial in resolving conflicts between service providers and customers (Pandey, 2010).

The research suggests that the Immigration Office should make the following recommendations to enhance customer satisfaction with the services provided: 1. Enhance the capacity of immigration officers by providing specialised training focused on delivering competent services. 2. Implement training programmes aimed at improving the skills of officers in providing services to customers at the Immigration Office. The efforts to enhance timeliness in service include two measures. Firstly, providing customers with clear information about service time through an information board, ensuring certainty while waiting. Secondly, ensuring the availability of facilities and infrastructure to facilitate communication with customers, thereby addressing delays in delivering information from immigration officers to office customers. Meanwhile, in order to enhance the efficiency of officers on duty, two measures can be taken: (1) enhancing the dedication of officers to deliver prompt and accurate service, and (2) enhancing the discipline of officers in serving clients. While professionalism, punctuality, and responsiveness are known to impact customer happiness, this study does not explore additional aspects that also influence customer satisfaction. Hence, additional investigation is required to identify the other influential aspects that significantly shape customer happiness. This research is anticipated to serve as a foundational resource for decision-making in the services sector, particularly in relation to customer satisfaction, by Immigration Class II Agam in the future

## Conclusion

The findings of this study indicate that professionalism, punctuality, and promptness have a favourable impact, both directly and indirectly, on customer satisfaction with the services provided at the Class II Agam Immigration Office. Based on the findings of this study, it can be concluded that the relationship between the independent variables and the dependent variables has a stronger indirect influence compared to the direct effect. The variable that has a significant impact on the correlation is the responsiveness variable. This research is essential as it serves as an evaluation of public services that effectively meet the needs and expectations of the community. The level of employee professionalism significantly impacts the quality of service. However, certain circumstances can indirectly influence the degree of professionalism. Punctuality is an additional factor to be taken into account in achieving satisfaction, therefore making it a variable in this study. This research necessitates thorough examination. Professionalism and contentment have been widely studied in prior research. Nevertheless, this research asserts that satisfaction is influenced not just by the independent variable directly, but also by independent variables that have an indirect impact on the dependent variable.

According to these findings, it can be concluded that the path coefficient, which is not included in this model, has a significant influence on the customer satisfaction variable, with a value of 0.561 or 56.1%. Furthermore, it is evident that the significance value is less than 0.05, specifically 0.00. Given that  $Y1X1 = Y2X2 = Y1X3 = 0$ , it can be inferred that the variables of professionalism, punctuality, and responsiveness all influence customer satisfaction. The findings of this study, which illustrate both the immediate and indirect impacts of this research, are presented in the table provided below.

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