

Service Quality Enhancement To Work Discipline

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Abstract

Descriptive statistics are used in this quantitative research investigation. A probability sampling strategy was employed in this study to select a sample of 37 participants. Inspiration Culture of the Organization An element of research is discipline. Using the SPSS 26 software, multiple linear analysis and basic mediation analysis were used to analysis the data. The study's findings demonstrated that while motivation and organizational culture had no effect on service quality, discipline and motivation in leadership did. Organizational culture indirectly affects service quality, but leadership discipline has a major impact.

Keywords: Motivation, Discipline, Quality, Service

Introduction

In order for pupils to have a positive learning experience, teaching and learning activities must be carried out efficiently. This is when education is considered to be of high quality. Thus, systematic intervention is carried out in the process of providing guarantees for assured quality, and the quality of the process might determine the quality of the result. Ultimately, these colleges will be able to turn forth graduates who are dependable, resilient, competitive, and successful in the workforce as compared to graduates from other universities. In the perspective of society, graduates can provide greater value the more fully they integrate into the workforce. Good organizational cultures can undoubtedly produce high-caliber services. Members of an organization's behaviour is highly influenced by its culture. Leadership is impacted by the actions taken by someone to influence others, guide, create structures, facilitate relationships and activities within a group or organization, and leaders need to be able to set work targets that will yield results in addition to Organizational culture, which supports service quality. superior, extremely driven, and effective staff members.

Due to the increasingly intense competition brought about by the emergence of new universities, educational services at all post-secondary institutions must be examined and evaluated in order to improve consistently and sustainably. This includes the process of teaching and learning activities by lecturers and resources (programme management, academic administration employees). and the potential for rivalry with other universities that launch comparable programmes. An employee's motivation at work will directly correlate with their performance level. Conversely, poor job motivation will also result in decreased employee performance. Given the significance and complexity of the duties and functions, it makes sense that employees must possess the necessary knowledge, skills, and attitudes to carry them out. These requirements are reinforced by employees who perform well; the reason for this is that the performance of these employees contributes to the provision of excellent service. Performance inside an organization is positively impacted by effective leadership.

Effective leadership has the power to foster a positive workplace culture and inspire employees to work harder and more effectively. A leader can facilitate the attainment of targeted outcomes more successfully if they know how to provide clear instructions, adequate assistance, and realistic targets.

Literature Review

Academic Services' Quality

According to Datunabolon et al. (2022) service quality is anything that centres on providing services that accurately fit the expectations of students while also meeting their wants and wishes. It needs to be creative and focused on student pleasure in order to raise the standard of service. But when considering the five dimensions of service (Datunabolon et al., 2022)—tangibles (direct evidence), reliability (reliability), responsiveness (power), assurance (guarantee), and empathy (empathy)—the real question in this instance is whether it can actually satisfy students.

Table 1. Dimensions of Study Program Academic Services

Tangibles	The physical facilities, equipment and appearance of personnel provided by the study program are; classrooms, toilets, study program rooms, internet facilities, laboratories and student activity centers in study programs.
Reliability	The ability of the study program, in this case the ability of lecturers to provide services accurately in PBM (Teaching and Learning Process). Namely planning, organizing, implementing and evaluating PBM.
Responsiveness	Providing fast service and helping customers when needed starting from the academic guidance process, thesis guidance and student counseling services.
Assurance	Guarantees for study program staff and their ability to build student trust and confidence in academic matters include guarantees of punctuality, guarantees of legality, guarantees of fee provisions and guarantees of academic service procedures.
Empathy	Care and attention to customers by staff in the study program includes politeness, fairness and fulfillment of student rights in academic services in the study program

Motivation at work

A person who is motivated at work is encouraged to perform tasks and use their skills to help the organization or company reach its objectives. When someone is passionate about their work, they may put forth their best effort to finish the task; nevertheless, when employees lack enthusiasm, their output will suffer (Sugiyono, 2021).

Table 2. Motivation Dimensions

Needs of Achievement	The need to develop creativity
	The need to mobilize abilities
	The need to work effectively and efficiently.
Needs of Affiliation	The need to be accepted
	The need to establish good relations between employees
	The need to participate and cooperate
Needs of Power	The need to exert influence
	The need to develop power and responsibility
	The need to lead and compete

Methods

Due to the use of numbers at all stages of the research process—data collection, data interpretation, and result presentation—this methodology is quantitative. This method is also linked to study variables that concentrate on issues and phenomena that are happening right now, with meaningful numerical research outcomes. From the standpoint of its goals, quantitative research offers multiple advantages. The goal is to create a mathematical model, among other things. However, theory from theory studies or literature is not the only theory used in this research; it is also crucial to construct hypotheses related to the natural events under study. Thus, one of the main objectives of this quantitative study is to perform measurements. But measurement is at the core of research because the findings from measurements will reveal the underlying relationship between the findings of quantitative data analysis and empirical observations (Kushendar, 2021). This study employs a descriptive research design. Descriptive research, according to Sugiyono (2022), is a technique that uses data or samples that have been acquired as-is, without analysis or general conclusions, to describe or give an overview of the topic under study. A scientific approach to gathering data and information for study is the research technique. Researchers employ descriptive research methods because they provide details, justifications, and responses to enquiries about the issue they are studying.

Results and Discussion

Measurement and Evaluation

Test for Validity and Reliability of Instruments

To evaluate the instrument's validity and reliability, researchers employed SPSS analysis. By contrasting the computed r value with the table r value, a significance test was performed to determine the validity level. In this scenario, n is the number of samples and k is the number of samples in the study with degrees of freedom (df) = $n - k$. The r table in this instance is 0.277; if the calculated r (displayed in the total correlation column for each question item corrected per question item) is greater than r in the table and the r value is positive, the question item is considered valid. In this case, df can be calculated as $37 - 2$ or $df = 37$ with alpha 0.04. The outcomes of the validity test are as follows:

Each question item has a calculated $r > r$ table of 0.277 and a positive value, as can be seen from the tables above. The question item is therefore deemed genuine.

Table 7. Instrument Reliability Test Results

Variable	Reliability Coefficient	Cronbach	Particulars
Motivation	4 question items	0.	Reliable
Work Culture	7 question items	0.	Reliable
Discipline	13 question items	0.	Reliable

Data source: processed SPSS output, 2023

From the table information above, it can be seen that each variable has a Cronbach Alpha > 0.48 . Thus the variables (motivation, organizational culture, discipline, leadership and service quality) can be said to be reliable.

Multicollinearity Test

The multicollierity test aims to test whether in a regression model a correlation is found between independent variables.

Table 6. Multicollinieritas Test

Coeffie			
		Collinearity Statistics	
1	X1	.343	2.204
	X2	.347	2.767
	X3	.241	3.648
	Y	.266	3.746
a. Dependent Variable: Z			

From the results of the multicollinearity test carried out, it is known that the variance inflation factor (VIF) value for both variables is smaller than 10, so it can be assumed that there is no multicollinearity between the independent variables in the regression model.

The study found that the correlation coefficient (R) between motivation variables, Organizational culture, and discipline through leadership to improve service quality was 0.743. The independent variable accounted for 74.3% of the dependent variable's explanation, with other variables not included in the model (not studied) accounting for the remaining 13.6%, as shown in the table below.

Hypothesis Test Using t Test or Partial Test

Hypothesis testing is carried out to determine whether there is an influence of the independent variable on the dependent variable partially. Data processing uses SPSS for Windows version 26.0. Based on data obtained from 48 respondents, the following results were obtained:

Tabel 12. Partial Test

Coeffie					
				Standardi	
		B	Std.	zed B	
1	(Constan	1	4		
	X1	.212	.143	.143	1
	X2	.448	.166	.334	2
	X3	.441	.166	.343	3
a. Dependent Variable: Y					

Conclusion

Based on preliminary study findings, it was discovered that Organizational culture had an impact on service quality but motivation had no bearing on it. the presence of cross-disciplinary impact. There is an indirect relationship between satisfaction and service quality and Organizational culture. There is no relationship between motivation and discipline in terms of service quality.

While discipline via leadership has a major impact on service quality, direct motivation through leadership has a negligible impact. Leadership-driven Organizational culture has little bearing on the grade of services provided. Conversely, the simultaneous results demonstrate that the independent factors significantly and favourably affect the dependent at the same time.

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