

Total Quality Management and Service Quality on Customer Satisfaction in Public Services

Muhammad Aqsa¹, M. Risal², Raodlah Nur³

¹⁻³ Universitas Muhammadiyah Palopo, South Sulawesi, Indonesia

Email: muhammadaqsa@umpalopo.ac.id¹, mrisal@umpalopo.ac.id²,
raodlahnur@student.umpalopo.ac.id³

(Received: December-2020; **Reviewed:** January-2021; **Accepted:** January-2021;

Available Online: February-2021; **Published:** February-2021)



This is an open access article distributed under the Creative Commons Attribution License CC-BY-NC-4.0 ©2021 by author (<https://creativecommons.org/licenses/by-nc/4.0/>)

ABSTRACT

The big problem faced by service providers is how customer satisfaction should be a top priority. Some of the determining factors in customer satisfaction are Total Quality Management and Service Quality. This study aims to determine the effect of Total Quality Management and Service Quality on Customer Satisfaction. With a sample of 76 respondents. By using multiple regression analysis. The results showed that Total Quality Management had a significant and positive effect on customer satisfaction. Likewise, service quality has a significant and positive effect on customer satisfaction. This significant effect applies either partially or simultaneously.

Keywords: Total Quality Management (TQM), Service Quality, Customer Satisfaction.

INTRODUCTION

The quality of public services has now become the main focus of the government, both at the center and in the regions. All efforts have been made to improve the quality of public services by issuing policies to provide convenience and public access to receive excellent service from public services. Permenpan No. 14 and 17 of 2017 concerning guidelines for community satisfaction surveys and assessment of public service performance are carried out by the Government to ensure that public services received by the community are quality services. Where a product, both goods and services, is said to be of high quality if the customer or community is satisfied with the service it receives.

However, at this time, public expectations regarding the quality and quality of public services are still very far from expectations (Maddinsyah et al., 2020; Sunarsi & Baharuddin, 2019). The Regional Research and Development Agency of Palopo City in its survey concluded that of the 15 Public Service Agencies surveyed, the total Community Satisfaction Index (IKM) was 87.47% with good service unit performance. Therefore, it is the duty of the public sector to

improve the quality of its services to the community, which is the mandate of the 1945 Constitution as stated in Law no. 25 of 2009 concerning Public Services.

The quality of service at the First Health Service Facility (FKTP) or known as the Puskesmas (Community Health Center) is also inseparable from the public and government attention regarding the quality of the services it provides. Puskesmas as the main service center for the community should be able to provide good service quality. The excellent service and quality of the puskesmas will provide satisfaction to patients and their families who come for treatment. However, in reality, there are still various problems related to services at the puskesmas such as patient waiting time, clarity of service flow, friendliness of officers to inadequate infrastructure, we cannot deny.

Various efforts have been made by the Government such as the existence of Puskesmas Accreditation whose goal is to improve the quality of services at the Puskesmas has not been an effective solution to improve the quality of services at the Puskesmas. Because if we look at Palopo City at this time, of the 12 Puskesmas in Palopo City, all of them have been accredited with 2 Primary Accreditations, 9 Middle Accreditation Health Centers and 1 Primary Health Center Accreditation. However, the quality of service at the Puskesmas still needs to be continuously improved to provide satisfaction to the people who come to visit the Puskesmas.

Therefore, this study aims to see how far the method of improving the quality and quality of services at the Puskesmas is running which affects community satisfaction by looking at the Quality of Integrated Management (TQM), Service Quality and Customer Satisfaction. This research is also inseparable from the results of previous studies related to Total Quality Management, Service Quality and Customer Satisfaction conducted both domestically and abroad, both for the private sector and the public sector.

Based on the results of the study (Zaid et al., 2020) where this study aims to investigate the relationship between total quality management (TQM), perceived service quality (PSQ), and their impact on patient satisfaction (PS) and behavioral intentions (BI) among Palestinian Health Organization. Based on the survey, the results clearly show that TQM has a significant effect on PSQ and PS; PSQ has a positive effect on PS and BI and BI is positively influenced by PS. In addition, the positive relationship between PSQ and BI is mediated by PS. A final model was developed showing that both TQM and PSQ directly affect PS and BI.

Hypothesis

1. Total Quality Management Affects Customer Satisfaction

The results of research conducted by (Aji & Arfianto, 2018) reveal that customer satisfaction is not significantly affected by total quality management at the Ungaran Health Center, Kab. Semarang.. This is inversely proportional to the results of research (Purwati & Cutan, 2020) conducted on customers of PT. Ray White Pekanbaru. The total quality management variable has a significant influence on customer satisfaction.

2. Service Quality Affects Customer Satisfaction

Based on the results of research (Aji & Arfianto, 2018) states that Service Quality has a positive and significant effect on Customer Satisfaction. This is in line with research (Purwati & Cutan, 2020) where Service Quality has a positive effect on satisfaction. And according to

(Moha & Loindong, 2016), states that customer satisfaction is significantly and positively influenced by service quality.

Therefore, this study aims to confirm the previous findings and see how far the influence of total quality management and service quality on customer satisfaction in public services, namely Puskesmas throughout the city of Palopo. So that later it can be used as reference material in efforts to improve the quality of public services, especially services at the Puskesmas in Palopo City.

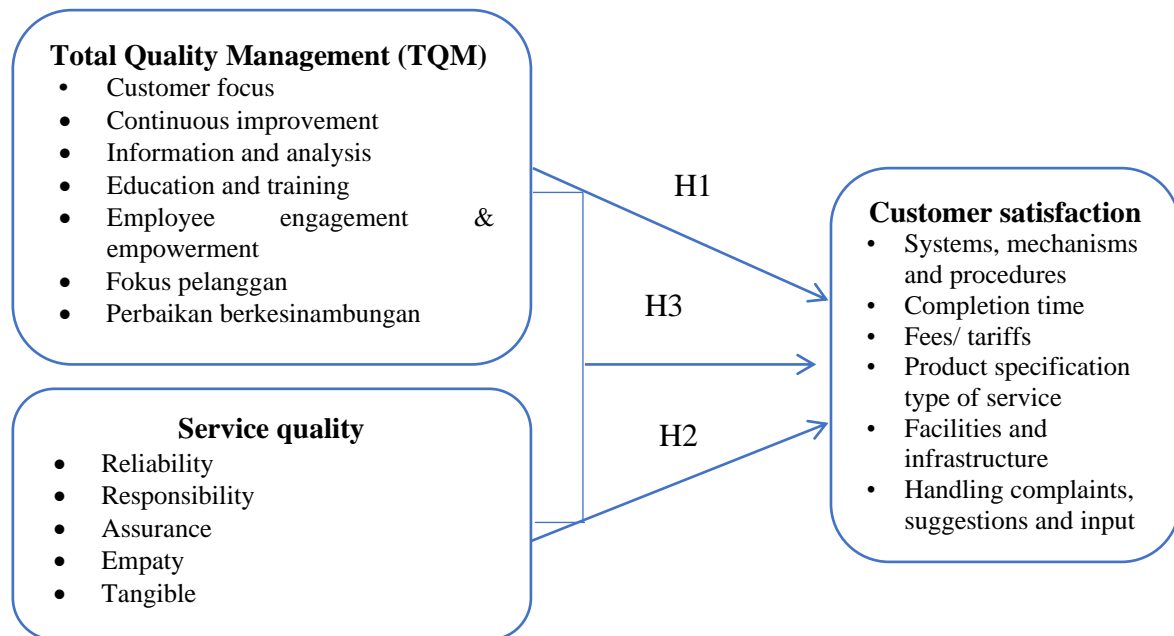


Figure 1. Conceptual Framework

Research Hypothesis:

H1: it is assumed that Total Quality Management has a significant effect on customer satisfaction partially.

H2: it is suspected that service quality has a significant effect on customer satisfaction partially.

H3: it is assumed that Total Quality Management and Service Quality have a significant effect on customer satisfaction simultaneously.

METHOD

This research was conducted in 12 Puskesmas in Palopo City using a quantitative approach with data collection methods using questionnaires. The population of 313 respondents are employees at the puskesmas. With a large enough population, the method of determining the sample is determined by the slovin metode method.

$$n = \frac{N}{1 + N \cdot \frac{313}{313}}$$

$$n = \frac{N}{1 + 313 (10\%)^2}$$

$$n = \frac{N}{313}$$

$$n = \frac{1 + 313 (0,1)^2}{313}$$

$$n = \frac{4.13}{76}$$

n = 76 Employee

RESULT AND DISCUSSION

Validity and Reliability Test

Table 1
Validity test results

Variable		r table	r count	Information
Total Quality Management (TQM)	1	0.226	0.497	Valid
	2	0.226	0.687	Valid
	3	0.226	0.636	Valid
	4	0.226	0.452	Valid
	5	0.226	0.699	Valid
Service quality	1	0.226	0.314	Valid
	2	0.226	0.508	Valid
	3	0.226	0.328	Valid
	4	0.226	0.608	Valid
	5	0.226	0.515	Valid
Customer satisfaction	1	0.226	0.391	Valid
	2	0.226	0.430	Valid
	3	0.226	0.340	Valid
	4	0.226	0.491	Valid
	5	0.226	0.295	Valid
	6	0.226	0.265	Valid

Source: Primary data processed, 2021

Classic assumption test

1. Normality test

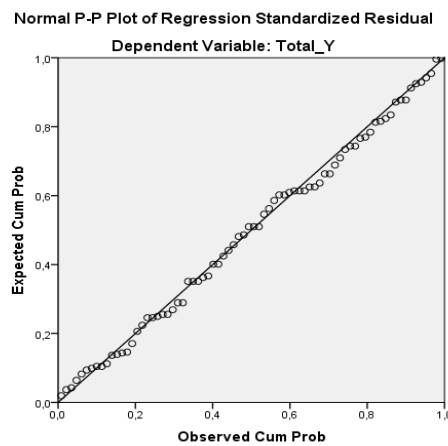


Figure 2. Normality Test

Source: Primary data processed, 2021

The distribution of data in Figure 2 above shows that in this study the data used were normally distributed. The conclusion was obtained by looking at the points in the image above along the diagonal line. So that the data in this study meet the classical assumption, namely the normality of the data.

2. Multicollinearity Test

Table 3
Multicollinearity test results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Total Quality Management (TQM)	,977	1,024
Service quality	,977	1,024

Source: Primary data processed, 2021

The results of the study for classical assumptions on the multicollinearity test showed results that were categorized as free from multicollinearity problems. This is evidenced in the Collinearity Statistics column with tolerance and VIF values above 0.1 and below 10, respectively. So this study fulfills the classical assumption of multicollinearity.

3. Heteroscedasticity Test

Table 4
Heteroscedasticity Test Results

			Total Quality Management (TQM)	Service quality	Unstandardized Residual
Spearman's rho	Total Quality Management	Correlation Coefficient	1,000	,115	,048
		Sig. (2-tailed)	.	,321	,682

(TQM)	N	76	76	76
Service quality	Correlation Coefficient	,115	1,000	,001
	Sig. (2-tailed)	,321	.	,994
	N	76	76	76
Unstandardized Residual	Correlation Coefficient	,048	,001	1,000
	Sig. (2-tailed)	,682	,994	.
	N	76	76	76

Source: Primary data processed, 2021

Test results and observations for heteroscedasticity test. It was concluded that there was no heteroscedasticity problem. This is evidenced by the significance value between the independent variables on the unstandardized residual which is greater than the alpha level of 0.05. the value of each independent variable is 0.682 for Total Quality Management (TQM), 0.994 for Service Quality.

4. Coefficient of Determination

Table 5
Coefficient of Determination test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,396 ^a	,157	,134	1,294

Source: Primary data processed, 2021

The results of data analysis showed that the R-Square value was 15.7, or equivalent to 15.7%. so that this explains the magnitude of the influence given by Total Quality Management (TQM) and service quality on customer satisfaction. And the rest is influenced by other variables not examined in this research.

5. f test

Table 6
f test results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	22,760	2	11,380	6,797	,002 ^b
Residual	122,227	73	1,674		
Total	144,987	75			

Source: Primary data processed, 2021

By looking at the results of the test statistics, it can be concluded that Total Quality Management (TQM) and Service Quality simultaneously have a significant and positive effect on Job Satisfaction. The results of the analysis showed a significance value of 0.002 or less than the alpha level of 0.05. This shows that the better the Total Quality Management (TQM) and the Quality of Service, it will increase customer satisfaction. Thus the hypothesis in this study is accepted.

6. t test

Table 7
t test results

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
	(Constant)	23,111	2,893	7,988	,000
1	Total Quality Management (TQM)	,171	,074	2,303	,024
	Service quality	,264	,106	2,493	,015

Source: Primary data processed, 2021

By looking at the statistical results of the t test, it can be concluded that Total Quality Management (TQM) has a significant and positive effect on customer satisfaction. The results of the analysis show a coefficient value of 0.171 and a significance value of 0.024. This indicates that the better the Total Quality Management (TQM), the higher customer satisfaction. Thus, hypothesis 1 in this study is accepted.

By looking at the statistical results of the t test, it can be concluded that the quality of service has a significant and positive effect on customer satisfaction. The results of the analysis show a coefficient value of 0.264 and a significance value of 0.015. This indicates that the better the quality of service, the higher customer satisfaction. Thus, hypothesis 2 in this study is accepted.

Discussion

1. The Effect of Total Quality Management (TQM) on Customer Satisfaction

The results of the study of Total Quality Management (TQM) on Customer Satisfaction with a regression coefficient value of 0.171 and a significance level of 0.024. this means that Total Quality Management (TQM) has a significant and positive effect on customer satisfaction at 12 health centers in Palopo City. In line with this research, Pasonggo (2021) in his research which divides Total Quality Management into several variables says that this has a positive and significant impact on Customer Satisfaction of Informa Samarinda Square. Research Novalia et al. (2018) also said that customer satisfaction at the Grand Pangkalpinang Hotel can be increased by increasing or improving Total Quality Management (TQM).

2. The Effect of Service Quality on Customer Satisfaction

The results of the study of Service Quality on Customer Satisfaction with a regression coefficient value of 0.264 and a significance level of 0.015. This means that Service Quality has a significant and positive effect on Customer Satisfaction at 12 Puskesmas in Palopo City. In line with this research, Prasetio (2012) in his research suggests the results that service quality has a significant effect on customer satisfaction at PT. TIKI Semarang branch. Rohaeni & Marwa (2018) in their research also reveals the same thing that customer satisfaction can be influenced by service quality, although there are other variables that can affect it.

CONCLUSION

Based on the results of research and changes regarding Total Quality Management (TQM) and service quality on customer satisfaction at 12 health centers in Palopo City, it was concluded that Total Quality Management (TQM) and service quality were included in the adequate category. This means that it still needs improvement on several things that are considered important so that customer satisfaction can be a priority. Total Quality Management (TQM) has a significant and positive effect on 12 puskesmas in Palopo City. Likewise, the quality of service has a significant and positive influence on 12 health centers in Palopo City.

REFERENCES

- Aji, H. K., & Arfianto, E. D. (2018). Analisis Pengaruh Total Quality Management Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Empiris pada Puskesmas Ungaran di Kecamatan Ungaran Barat). *Diponegoro Journal Of Management*, 7(4), 1–12.
- Maddinsyah, A., Sunarsi, D., & Hermawati, R. (2020). Analysis of location selection effect on the user decision that influence the success of the service business of micro, small and medium enterprise (MSME) in bandung timur region. *International Journal of Advanced Science and Technology*, 29(06).
- Moha, S., & Loindong, S. (2016). Analisis Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen Pada Hotel Yuta Di Kota Manado. *Jurnal EMBA*, 4(1), 575–584.
- Novalia, Astuti, N., & Panjaitan, F. (2018). Analisis Pengaruh Total Quality Management (TQM) Terhadap Kepuasan Pelanggan (Studi Kasus di Hotel Grand Mutiara Pangkalpinang). *Jurnal Ilmiah Progresif Manajemen Bisnis (JIPMB)*, 28(2), 38–49.
- Pasonggo, R. (2021). Pengaruh Penerapan Total Quality Management (TQM) Terhadap Kepuasan Pelanggan Informa Samarinda Square. *eJournal Administrasi Bisnis*, 9(1), 56–62.
- Prasetio, A. (2012). Pengaruh KuAlitAs PelAyAnAn dAn hArgA terhAdAP KePuAsAn PelAnggAn. *Management Analysis Journal*, 1(4).
- Purwati, A. A., & Cutan, M. (2020). INVEST : Jurnal Inovasi Bisnis dan Akuntansi Peran Kualitas Pelayanan , Total Quality Management dan Promosi Terhadap Kepuasan Pelanggan The Role of Service Quality , Total Quality Management and Promotion of Customer Satisfaction Penjualan Properti Per T. *INVEST : Jurnal Inovasi Bisnis dan Akuntansi*, 1 No.1, 45–56.
- Rohaeni, H., & Marwa, N. (2018). Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Jurnal Ecodemica*, 2(2), 312–318.
- Sunarsi, D., & Baharuddin, A. (2019). The Effect of Service Quality and Price Accuracy on Consumer Confidence and Implications for Sales Increase. *PINISI Discretion Review*, 3(2), 101–110.
- Zaid, A. A., Arqawi, S., Al Shobaki, M. J., Arqawi, S. M., Mwais, R. M. A., & Abu-Naser, S. S. (2020). The Impact of Total Quality Management and Perceived Service Quality on Patient Satisfaction and Behavior Intention in Palestinian Healthcare Organizations Deep Learning Applications View project Wearable Microstrip Ultra-Wideband Antenna used for Early B. *Technology Reports of Kansai University*, 62(April).
- Aji, H. K., & Arfianto, E. D. (2018). Analisis Pengaruh Total Quality Management Dan

- Kualitas Pelayanan Terhadap Kepuasan Pelanggan (Studi Empiris Pada Puskesmas Ungaran Di Kecamatan Ungaran Barat). *Diponegoro Journal Of Management*, 7(4), 1–12.
- Moha, S., & Loindong, S. (2016). Analisis Kualitas Pelayanan Dan Fasilitas Terhadap Kepuasan Konsumen Pada Hotel Yuta Di Kota Manado. *Jurnal EMBA*, 4(1), 575–584.
- Novalia, Astuti, N., & Panjaitan, F. (2018). Analisis Pengaruh Total Quality Management (Tqm) Terhadap Kepuasan Pelanggan (Studi Kasus Di Hotel Grand Mutiara Pangkalpinang). *Jurnal Ilmiah Progresif Manajemen Bisnis (Jipmb)*, 28(2), 38–49.
- Pasonggo, R. (2021). Pengaruh Penerapan Total Quality Management (Tqm) Terhadap Kepuasan Pelanggan Informa Samarinda Square. *Ejournal Administrasi Bisnis*, 9(1), 56–62.
- Prasetio, A. (2012). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Pelanggan. *Management Analysis Journal*, 1(4).
- Purwati, A. A., & Cutan, M. (2020). INVEST : Jurnal Inovasi Bisnis Dan Akuntansi Peran Kualitas Pelayanan , Total Quality Management Dan Promosi Terhadap Kepuasan Pelanggan The Role Of Service Quality , Total Quality Management And Promotion Of Customer Satisfaction Penjualan Properti Per T. *INVEST : Jurnal Inovasi Bisnis Dan Akuntansi*, 1 No.1, 45–56.
- Rohaeni, H., & Marwa, N. (2018). Kualitas Pelayanan Terhadap Kepuasan Pelanggan. *Jurnal Ecodemica*, 2(2), 312–318.
- Zaid, A. A., Arqawi, S., Al Shobaki, M. J., Arqawi, S. M., Mwais, R. M. A., & Abu-Naser, S. S. (2020). The Impact Of Total Quality Management And Perceived Service Quality On Patient Satisfaction And Behavior Intention In Palestinian Healthcare Organizations Deep Learning Applications View Project Wearable Microstrip Ultra-Wideband Antenna Used For Early B. *Technology Reports Of Kansai University*, 62(April).

