

The Effect of Commitment and Quality of Service and Satisfaction of Beneficiaries on the Performance of the Further Social Social Rehabilitation

Takbir Nur¹, Siti Haerani², Nuraeni Kadir³

¹ Financial Management Program, Faculty of Economics and Business, Hasanuddin University

^{2,3}Departement of Management, Hasanuddin University, Indonesia

Abstract: *South Sulawesi Province is one of the regions that has entered the era of aging structured population (aging structured population) because the population aged 60 years and over is more than seven percent. This condition applies to the elderly male population in rural areas (8.48 percent) and elderly women in urban areas (7.12 percent) and rural areas (10.53 percent). The increase in the number of elderly people who cannot be served is inseparable from the progress in the development of the health sector that encourages increased human life expectancy. This study aims to determine the effect of commitment and service quality on beneficiary satisfaction and its impact on the performance of the elderly social rehabilitation center Gau Mabaji Gowa. This research is a descriptive correlational study. The study population was all 95 beneficiaries at the Gau Mabaji Gowa Elderly Social Rehabilitation Center. Determination of the sample is based on the Issac and Michael sample tables, where at a 5% confidence level, if the population is 95 people, then the sample is 75 people. Simple random sampling technique. The results showed that service commitment and service quality significantly influence performance through beneficiary satisfaction at the Gau Mabaji Gowa Elderly Social Rehabilitation Center.*

Keywords: Commitment, Service Quality, Beneficiary Satisfaction, Performance

1. Preliminary

Services especially relating to the quality of meeting the needs of public health services are very important and always a priority of the government and need to get serious attention and treatment because it is mandated by Law No. 13 of 1998 Article 19 Paragraph 2 reads: "Maintenance of the level of social welfare an effort to preserve the elderly does not include potential physical, mental, social, health, and approaches to God Almighty. Maintenance of the level of social welfare is carried out, both inside and outside social institutions by the Government and the community for an unlimited period of time until the elderly die. "

The level of quality of health services has an impact on the satisfaction of the user community which in turn also impacts on aspects of community welfare. Therefore, various efforts have been made by the government in improving and improving health services to the community as a whole and continuously continuously without exception to all corners of the country.

Efforts to improve health services to meet the satisfaction of service users or service beneficiaries are influenced by various factors and one of them is commitment. Commitment is seen as a driving factor and shows the competitiveness of a person in identifying involvement in an activity.

Commitment to service in the organization is built on the basis of workers' trust in organizational values, the willingness of workers to help realize the organization's goals and loyalty to become members of the organization. High commitment for workers, especially those relating to service aspects can improve the quality of service which in

turn will affect the satisfaction of service users or beneficiaries. In the next stage with increasing satisfaction felt by service users or beneficiaries of the services received will have an impact on the growth of special motivation for workers or service providers to increase their commitment and performance in providing services

One form of public health service that is quite important and is the responsibility of the government is health services for elderly people. Elderly people, hereinafter referred to as the elderly population according to the Ministry of Health of the Republic of Indonesia (2015) are residents aged 60 years (Law No.13 of 1998) or older and the number of elderly population in Indonesia according to the five-year census in 2014 as many as 18,781 people and are included in the top five countries with the largest elderly population in the world. Elderly health services aim to improve the quality of elderly health quality through the provision of friendly health care facilities for the elderly to be useful for families and communities (www.depkes.go.id).

While data on the development of the number of elderly people who need inpatient services at the Gowa Regency Elderly Social Rehabilitation Center for the past four years (2015 - 2018) also continues to increase. This amount cannot be served as a whole due to the ability of rooms to accommodate inpatients since 2014 to date only 95 people the details can be seen in:

Table 1: Development of the Number of Older People Who Need Inpatient Services at the Gowa Regency Elderly Social Rehabilitation Center Over the Past Four Years (2015 - 2018)

No	Year	Not Served / Waiting List	Be served	Percentage (%) Served
1	2015	16	95	-
2	2016	38	95	42,10
3	2017	86	95	55,81
4	2018	67	95	(22,09)

Source of data: Institute for Elderly Social Rehabilitation, 2019

Table 1 shows the development of the number of elderly people in South Sulawesi Province who need services at the Gau Mabaji Gowa Elderly Social Rehabilitation Center. In 2015 to 2017 there was an increase in the number of elderly people requiring inpatient services at the Gowa Regency Elderly Social Rehabilitation Center but did not receive services due to the limited capacity of inpatient rooms (available rooms). Except in 2018 there was a decrease of 19 people (22.09%) from 2017. The data at least shows that there is a tendency for the increase in elderly people

The increase in the number of elderly people who cannot be served as in Table 2 is inseparable from the progress in the development of the health sector which encourages increased human life expectancy which in turn will increase the number of elderly people. An important issue in this study is that given its growing tendency, on the other hand the specific physical and mental conditions of elderly humans are different from young humans such as, neglect due to family socio-economy, personal problems of the elderly and changes in the status of life in society requires that services for elderly people who really need serious attention to realize a healthy and quality elderly population in their old age. The service provided is strived to provide satisfaction in meeting various dimensions which are the basic needs for the elderly. Dimensions of needs referred to include biological, social and spiritual needs

Various efforts that have been made by the government in the framework of providing elderly services include; geriatric services at the hospital, elderly health services at the Puskesmas, Integrated Service Posts (Posyandu) elderly, Integrated Development Post (Posbindu) elderly as well as institutions established by the government specifically to deal with elderly people, such as one of them is the Rehabilitation Center Elderly Social Gowa Regency which is under the Ministry of Social Affairs of the Republic of Indonesia. The existence of these institutions aims to provide services that can provide satisfaction for elderly people.

2. Materials and Methods

2.1 Location and Research Design

Research Location at the BRau Gau Mabaji Office in Gowa and this study uses descriptive methods to explain the state of the subject regarding the variables studied. The Professional Method To measure the strength of the relationship between two or more variables. Also to measure

whether the correlation between two or more variables is significant or not which aims to describe and explain the conditions in the field after the study.

2.2 Population and Sample

The study population was all beneficiaries in this case elderly people who were undergoing hospitalization / Rehabilitation at the Gau Mabaji Gowa Elderly Social Rehabilitation Center as many as 95 people. Determination of the sample is based on the Issac and Michael sample tables, where at a 5% confidence level, if the population is 95 people, then the sample is 75 people. Simple random sampling technique.

2.3 Method of Collecting Data

To obtain complete and accurate data, several data collection methods are used, namely:

- 1) Observation, which is a data collection method by conducting a direct visit to the Gowa Regency Elderly Social Rehabilitation Center to obtain data and information related to farmers' institutional strengthening programs.
- 2) Questionnaire, is a method of collecting data by distributing questionnaires to respondents containing questions about the level of satisfaction of Gowa Regency's Elderly Social Rehabilitation Service.
- 3) Interview, is a method of collecting data by conducting interviews or questions and answers directly with Gowa Regency Elderly Social Rehabilitation Agency officials related to research material.
- 4) Documentation, which is a method of collecting data through written reviews, books, operational and technical guidelines, Decree, statutory regulations and written reports relating to research material.

2.4 Data Analysis

Data analysis techniques in this study, using path analysis. Path analysis is used to determine the value of direct and indirect effects of exogenous variables on endogenous variables through intervening variables.

3. Results and Discussion

3.1 Results

This study seeks to examine the extent of the influence of democratic, consultative and delegative leadership variables on job satisfaction and performance. To prove the hypothesis, an analysis was made on the research data, as shown in the following table:

Table 2: Correlation Analysis Between Variables

Variable	X1	X2
X1	1,000	0,115
X2	0,115	1,000

The table above shows that there is a real correlation between variables, where the correlation between service quality variables with employee commitment variable is 0.115. Structurally, it can be seen in the following image:

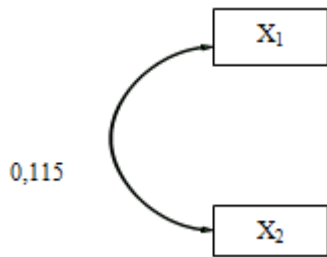


Figure 1: Relationship between Variables X1 and X2

Furthermore, to find out the magnitude of the path coefficient between variables X1 and X2 to Y1, and the path coefficient from Y1 to Y2 can be seen in the following table:

Table 3: Path Analysis Statistical Test Results

Parameter structure	Koef. Path (beta)	t. hit.	t. tab	Sig.	decision
X1 to Y1 (pY1.X1)	0,235	2,288	1,658	0,000	accept
X2 to Y1 (pY1.X2)	0,226	2,105	1,658	0,004	accept
Y1toY2 (pY2.Y1)	0,833	13,297	1,658	0,000	accept
R ² (X1,X2,Y1 to Y2)		0,499			
R ² (Y1 to Y2)		0,694			

Note: * significant at $\alpha = 0,05$

The results of the analysis in the table show that the path coefficient of the test results simultaneously is significant, so that a decision can be made to reject H0 and accept H1, which means it can be passed on to the test individually. From the results of individual tests, it turns out that the path coefficients of the variables X1 and X2 to Y1 are statistically significant, so that H0 is rejected and H1 is accepted. Furthermore, the analysis results in the above table are translated into the path diagram as the following diagram:

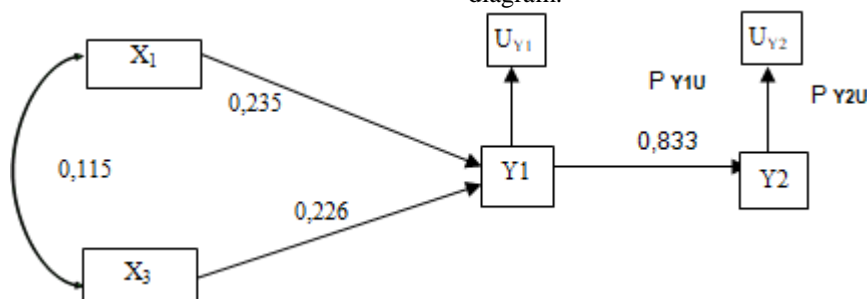


Figure 2: Relationship Structure Between Variabel X1 and X2 with Variabel Y2 through intervening variables Y1

Table 4: Direct and Indirect Effects of Service Quality Variables, Employee Commitment and Beneficiary Satisfaction on BRSLU Gau Mabaji Hall Performance

Influence	Service quality (X ₁)	Employee Commitment (X ₂)	Beneficiary Satisfaction (Y ₁)	Information
Live Ke Y ₁	0,055	0,051	-	Significant
Indirectly through X ₁	-	0,006	0,061	Significant
Indirectly through X ₂	0,061	-	0,057	Significant
Directly to Y ₂	-	-	0,694	Significant
Total Influence	0,116	0,057	0,812	Significant

The table above shows that the biggest direct effect is the effect of the variable beneficiary satisfaction on the performance of the BRSLU Gau Mabaji hall by 0.694, which indicates that each 1 percent increase in beneficiary satisfaction will increase 69.4% of the beneficiary's perception of the hall's performance. While the direct effect of employee commitment to beneficiary satisfaction is 0.051, which shows that every 1 percent increase in employee commitment will increase beneficiary satisfaction by 5.1%; assuming other variables are in a constant or unchanged state. Likewise, the direct effect of service quality on beneficiary satisfaction by 0.055 which indicates that every 1 percent increase in service quality, will increase beneficiary satisfaction by 5.1%; assuming other variables are in a constant or unchanged state.

The total effect of service quality, employee commitment and beneficiary satisfaction on the performance of the office

is 81.2%, which shows that beneficiary satisfaction is an intervening variable that reinforces the effect of service quality and work commitment on the performance of the BRSLU Gau Mabaji Gowa hall. This means that a beneficiary's perceptions about the performance of the hall will improve if the service quality is good and employee work commitments are high so as to increase the satisfaction of the beneficiaries and ultimately will improve the perceptions of the beneficiaries regarding the performance of the BRSLU hall Gau Mabaji.

4. Discussion

Based on the above calculation, it is known that the direct effect of service quality on beneficiary satisfaction is 0.055 or 5.5% with a t value > t table value of 2.288 > 1.658. This is also reinforced by a significance value of 0,000 smaller than the 0.05 confidence level. So the first hypothesis is **accepted**.

The direct effect of employee commitment to the satisfaction of beneficiaries is 0.051 or 5.1% with a calculated t value > t table value of 2.105 > 1.658. This is also reinforced by the significance value of 0.004 smaller than the 0.05 confidence level. So the second hypothesis is **accepted**.

The direct effect of beneficiary satisfaction on hall performance was 0.694 or 69.4% with a calculated t value > t table value of 13.297 > 1.658. This is also reinforced by a significance value of 0,000 smaller than the 0.05 confidence level. So the third hypothesis is **accepted**.

The indirect effect of service quality and employee work commitment on the performance of the BRSLU Gau Mabaji Gowa hall through beneficiary satisfaction was 0.812 or 81.2% with a t-count value > t-table value of 13.297 > 1.658. This is also reinforced by a significance value of 0,000 smaller than the 0.05 confidence level. So the fourth hypothesis is accepted.

The results of this study are in line with the opinion of Azwar (2017: 12) which states that health services that can satisfy every service user of health services that are in accordance with the average level of satisfaction of the population and its implementation is in accordance with professional standards and ethical codes.

The results of this study that found the influence of service quality on beneficiary satisfaction in Gau Mabaji BRSLU are also in line with Nilasari and Istiatin's research (2015) which concluded that customer satisfaction with PT. Ramayana Motor Sukoharjo is influenced by tangible, reliable, responsible, assurance, empathy variables of 94.4%. And other factors that influence customer satisfaction at PT. Ramayana Motor Sukoharjo. by 5.6%. It is expected that PT. Ramayana Motor Sukoharjo needs to implement and develop aspects of service to customer satisfaction which include tangible, physical, responsiveness, assurance, empathy, so that it can gain more market share well. However, different from the research conducted by Wardani (2017) which concluded that the tangible dimension test, responsiveness, assurance and empathy had no significant effect on customer satisfaction. And the reliability hypothesis test has a positive and significant effect on customer satisfaction.

The results of this study that found the influence of employee commitment to the satisfaction of beneficiaries in BRSLU Gau Mabaji are also in line with research Hartono and Setiawan (2013) which concluded that the results of the analysis of Organizational Commitment, showed that Papa Ron's Pizza employees have Organizational Commitments that are classified as Low, dimension this is very important because if this dimension is low then employees will tend not to last long in the company and like to switch companies, of course this will harm the company because it will affect the level of employee turnover.

The results of this study that found the influence of service quality on the performance of BRSLU Gau Mabaji hall are also in line with Santhi and Hartati's research (2015) which concluded that there was a positive and significant effect between service quality on employee performance, service quality did not significantly influence customer satisfaction, employee performance has a significant effect on job satisfaction. The direct effect is smaller in value than the indirect effect. Therefore the employee performance variable is the right variable to be a mediating variable. Therefore, service quality will affect customer satisfaction through employee performance variables.

The results of this study that found the influence of employee commitment to the performance of the BRSLU hall Gau Mabaji are also in line with Safitri's research (2016) which found that based on the research results obtained that

Organizational Commitments consisting of affective commitment, continuance commitment, and normative commitment had positive and significant influence Employee Performance of Pekanbaru Area State Electric Company. This is certainly an organizational commitment effect on employee performance that will be generated by employees of the Pekanbaru State Electricity Company. Also in line with Pane and Fatmawati (2017) who concluded that there is a relationship or influence of attachment between the independent variables of affective commitment, normative commitment, and continuous commitment together with the strong performance of the National Land Agency of Medan City.

5. Conclusions and Suggestions

5.1 Conclusion

Based on the analysis and discussion, the following conclusions are obtained:

- 1) Service commitment has a significant effect on the satisfaction of beneficiaries at the Gau Mabaji Gowa Elderly Social Rehabilitation Center.
- 2) Service quality has a significant effect on the satisfaction of beneficiaries at the Gau Mabaji Gowa Elderly Social Rehabilitation Center.
- 3) Service commitment has a significant effect on the performance of the Gau Mabaji Gowa Elderly Social Rehabilitation Center.
- 4) Service quality has a significant effect on the performance of the Gau Mabaji Gowa Elderly Social Rehabilitation Center.
- 5) Recipient Satisfaction significantly influences the performance of the Gau Mabaji Gowa Elderly Social Rehabilitation Center.
- 6) Service commitment and service quality have a significant effect on performance through beneficiary satisfaction at the Gau Mabaji Gowa Elderly Social Rehabilitation Center.

5.2 Suggestion

Based on the conclusion above, a number of things are suggested, namely:

- 1) Leaders in fostering organizational commitment that will later improve employee performance, need to create an atmosphere or working conditions that can meet employee expectations by providing facilities that support the work of employees. Improvement of working conditions is done so that employees can prosper so that employees feel proud of the work they get. So that employees can work with enthusiasm, productive, and display good performance.
- 2) Leaders should be able to maintain or increase affective commitment, normative commitment and ongoing commitment from employees, because from the results of the study these three variables show a positive and significant effect on beneficiary satisfaction and employee performance.
- 3) Further researchers, can conduct further research, whether there are other factors that can be influenced by organizational commitment in addition to employee

performance, such as job satisfaction, work environment motivation, work performance and work productivity.

References

- [1] Azwar A. 2015. Maintaining the Quality of Health Services. Sinar Harapan, Jakarta
- [2] Azizah, Lilik Ma'rifatul, 2011. Elderly Nursing. Graha Ilmu, Yogyakarta.
- [3] Batinggi, H. A, 1997. Public service. UNHAS, Ujung Pandang.
- [4] Dahlan, M. 2017. Evaluation of the Implementation of the National Health Insurance Program Against Stroke Patients at RSUP Dr. Sardjito. Journal of Indonesian Health Policy.
- [5] Hasibuan, S.P. Malayu, 2005. Banking Basics. PT. Bumi Aksara, Jakarta.
- [6] Kasmir, 2018. Banking Management. PT. Raja Grafindo Persada, Jakarta.
- [7] Moenir, 2016. Human and Organizational Approaches to Staffing Development. Haji Masagung, Jakarta.2016. General Service Management. PT. Bumi Aksara, Jakarta.
- [9] Mangkunegara A.P, 2012. Human Resources Management. PT. Teen Rosdakarya, Bandung
- [10] Notoatmodjo, Soekidjo, 2003. Public Health Sciences, Basic Principles. PT. Rineka Cipta, Jakarta.
- [11] Nursalam, 2011. Nursing management. Salemba Medika, Jakarta.
- [12] Prawirosentono, S, 2012. Employee Performance Policy. BPFE, Yogyakarta.
- [13] Ridwan and Akdon, 2009. Formulas and Data in Statistics Applications. Alfabeta, Bandung.
- [14] Robbins, Steven P. 2014. Organizational Behavior. Gramedia, Jakarta.
- [15] Sangadji, E.M., and Sopiah, 2013. Consumer Behavior: A Practical Approach Accompanied by a Research Journal Association. Andi, Yogyakarta.
- [16] Sinabella, Lijan Poltak, 2016. Public Service Reform Theory, Policy and Implementation. PT. Bumi Aksara, Jakarta.
- [17] Sopiah, 2013. Organizational Behavior. CV. Andi Offset. Jakarta
- [18] Suradji, 2006. State Personnel Management. Teaching Material for Class III Pre-service Training. LAN-RI, Jakarta.
- [19] Sutrisno, Edy, 2010. Organizational Culture. Kencana Perdana Media Group. Jakarta.
- [20] Sugiyono, 2010. Administrative Research Methods. Alfabeta, Bandung.
- [21] Supranto, J, 2011. Measurement of Customer Satisfaction. To Raise Market Share. PT. Rineka Cipta, Jakarta.
- [22] Suwarsa, Iwan, 2006. Healthy Tips for the Elderly. MQS Publising, Bandung
- [23] Tjiptono, Fandy, 2015. Business and Management Strategies. Andi, Yogyakarta, 2004. Management Services. Andi Offset, Jakarta
- [24] Wilkie, William L, 2015. Consumer Behavior. New York. Third Edition, Jhon Wiley & Sons Inc.
- [25] Wirawan, 2009. Evaluation of Human Resources Performance. Salemba Empat, Jakarta.

Laws and Regulations

- [26] Law of the Republic of Indonesia Number 13 of 1998 concerning Elderly Welfare (State Gazette of the Republic of Indonesia of 1998 Number 190, Supplement to the State Gazette of the Republic of Indonesia Number 3798).
- [27] Decree of the Minister of Administrative Reform Number: 25 / KEP / M.PAN / 2/2004, concerning General Guidelines for the Compilation of Community Satisfaction Indexes. Kemenpan, Jakarta.
- [28] Decree of the Minister of Administrative Reforms Number: 63 / KEP / M.PAN / 7/2003,
- [29] concerning General Guidelines for Providing Public Services. Kemenpan, Jakarta.
- [30] Ministry of Health of the Republic of Indonesia, 2001. Guidelines for the Development of Elderly Health for Health Care Workers. Directorate of Family Health, Jakarta.
- [31] Ministry of Health of the Republic of Indonesia, 2001. Guidelines for the Development of Elderly Health for Health Care Workers. Directorate of Family Health, Jakarta

Internet

- [32] Ministry of Health of the Republic of Indonesia, 2015. Elderly Health Service and Improvement. www.depkes.go.id. Accessed 5 February 2019.
- [33] Rajil Munir, July 17, 2017. Understanding Services, Characteristics, Characteristics, Types and Examples. <https://forum.teropong.id>. Accessed January 21, 2019.