Analysis of the Quality of Call Center Project Kartu Prakerja Services at Mitracomm Ekasarana to the Satisfaction of Participants Using Servqual and Importance-Performance Analysis (IPA) Methods

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Abstract:- In general, a telecommunication outsourcing company provides a facility for customers to communicate directly or indirectly with customer service in the company. The service development strategy provided by Mitracomm Ekasarana is by telephone or Call Center against pre-employment projects formed to make it easier for the general public to be complacency against constraints as for research objectives, how the level of quality of call center services of pre-employment projects, and how participants satisfaction with the paying call center complaints of pre-employment cards. This study uses the Service Quality analysis method from the questionnaire results given to the pre-employment card project participants to determine the GAP value between the participants' perception and expectations of service attributes and perceived satisfaction levels and Importance and Performance Analysis analysis methods to determine the category of an attribute. It can determine the priorities that must be improved to improve participant satisfaction. The result of the study is that the quality of services provided by the call center of the pre-employment project has not met participants' expectations because the quality value (Q) calculated ≤ 1. Of the five dimensions, an enormous service quality value in the tangible dimension is 0.766, and the smallest is the reliability dimension quality value of 0.769. The average quality of service in every dimension is 0.8. Moreover, the conclusion produced is on the cartesian diagram IPA attributes that become the main priority for improvement that is the overall attributes contained in quadrant A, namely the ease of access to call center services, can be accessed anywhere, can be contacted 12 hours, provide apologies and knowledge and professionalism of call center officers.

Keywords:- *Call Center; GAP; Service Quality; Importance and Performance.*

I. INTRODUCTION

MitraComm Ekasarana is a company engaged in providing customer service and customer care for several large companies in Indonesia, both private and government. One of the clients of MitraComm Ekasarana is a government program for developing workplace competencies and the interests of participants in various fields intended for job seekers, workers affected by the termination of employment, and workers who need competency improvement and which aims to provide benefits of improving skills and opportunities for entrepreneurship.

Therefore, Project Kartu Prakerja must always be and strive to meet the expectations of participants. Meeting the participants' expectations will increase satisfaction with one of the services with call center services that will make it easier for participants to questions or complaints.

Participants' satisfaction is the primary indicator of call center service standards. It is a measure of the quality of the participants' satisfaction services will impact the participants of the pre-employment card, while the attitude of employees towards participants will also impact the satisfaction of participants. The following data is on the performance achievement of inbound call center agent Project Kartu Prakerja from October to February 2021. And the average report or survey of employee satisfaction inbound call center project pre-employment card Jakarta period December-March 2021.

Tabel 1 Report on the average performance of employees of inbound call center agent Project Kartu Prakerja during the period October – February 2021

Month	Attendance		Productivity Value		*Nilai Quality Score*	
	Attainment	Target	Attainment	Target	Attainment	Target
October	98.10%	100%	90.10%	100%	82.89%	90%
November	90.56%	100%	89.60%	100%	88.78%	90%
December	88.70%	100%	85.87%	100%	90.24%	90%
January	95.50%	100%	90.86%	100%	91.23%	90%
February	90.45%	100%	88.87%	100%	95.90%	90%

(Refence : Pengolahan data, 2021)

Tabel 2 average report csat or survey satisfaction participants inbound call center project pre-employment card jakarta period December- March 2021

Month	Attendance		Productivity Value		*Nilai Quality Score*	
	Attainment	Target	Attainment	Target	Attainment	Target
October	98.10%	100%	90.10%	100%	82.89%	90%
November	90.56%	100%	89.60%	100%	88.78%	90%
December	88.70%	100%	85.87%	100%	90.24%	90%
January	95.50%	100%	90.86%	100%	91.23%	90%
February	90.45%	100%	88.87%	100%	95.90%	90%

(Reference : Pengolahan data, 2021)

II. LITERATUR STUDY

Call Center Definitions

According to Grace (2012), the understanding of call centers is a precise science in managing direct interaction with customers through various technology media, supported by the pillars of process, technology, human energy sources located in a particular place, to share a specific experience for customers. These experiences include the ease of accessing the organization, sharing the quality or quality of the interaction services, and not being bothered in finding the right solution for the customer. There are two types of calls that an agent call center can try, is outbound calls and receive incoming calls.

Service Definitions

According to Kloter (1998), services are any actions or actions that can offer to other parties that are intangible (physically intangible) and do not produce ownership of something. Services are all economic activities whose results are not products in physical or construction, which mean generally consumed simultaneously as the time produced and shared added value (such as comfort, entertainment, pleasure, or health) or solutions to problems experienced by customers.

While the industries that share service operations share customers service products, both tangible and intangible, such as transportation, entertainment, restaurants, and learning.

Definition of Service quality dimension or service

The quality of services or services is more difficult to interpret, describe and understand. Because the quality of services is intangible and consumed simultaneously. According to Rosyidah et al. (2015), defining the quality of service as quality or service that gives encouragement to customers to establish a strong bond with the company. In the long run such ties allow companies to carefully understand customer expectations as well as their desired needs so that strong bonds are established. According to Parasuraman (Tjiptono &Chandra, 2011) there are 2 main factors to affect the quality of services are:
1. Expected Service, which is a service that customers expect
2. Perceived Service, which is a service felt by customers

Definition of Participant Satisfaction

According to Simamora (2003), customer satisfaction is the result of experience with the product. The consumer feels after comparing between prepurchase expectation and actual performance.

Based on the above definition, it can conclude that the sense of customer satisfaction or dissatisfaction see from the conformity between customer expectations and perceptions, accepted services (reality experienced). In order to develop a mechanism of providing satisfactory service for customers, the company needs to know the following:
a. Know what customers think about the company, the services that companies and competitors provide.
b. Measure and improve the company's performance.
c. Using the company's advantages in market selection.

Definitions Of SERVQUAL Method

The SERVQUAL model develops to assist companies in analyzing the source of service quality problems and understanding ways to improve service quality. The SERVQUAL service quality model (short for Service Quality) was developed by (Parasuraman &Berry, 1985) in a series of their research on six service sectors, namely: homeware repair, credit card, insurance, local telephone donations, retail banking, and securities brokerage. SERVQUAL is also known as the GAP Analysis model.

Definition of Importance Performance Analysis (IPA) Method

Importance Performance Analysis has the primary function to provide information related to service factors that consumers think significantly affect their satisfaction and loyalty and service factors that consumers think need to be improved because the current conditions are not satisfactory. It is intended to measure the attributes or dimensions of the level of interest and implementation expected by consumers and is very useful in developing effective marketing strategy programs using the Simamora Important Performance Analysis method (2004).

III. RESEARCH METHODS

This research method uses a descriptive research method with a quantitative approach. Descriptive research is research conducted to find out the value of independent variables, either one or more variables, without making comparisons or connecting with other variables Sugiyono (,

2012: 13). This study using two types of data, namely primary data and secondary data. In this study, the primary data taken was questionnaire observations, interviews. Research conducts observations or observations on services in the call center of the pre-employment card project. Introductory questionnaire to find out the attributes – Servqual attributes to the agent call center of the pre-employment card project and the pre-employment card user participants.

Furthermore, the secondary data in this study so obtain through literature studies or literature studies such as books, journals, articles related to the research. Secondary data is generally evidence, notes, or historical reports that have been compiled in published archives (documentation of data) and not compiled in published and unpublished archives (documentation of data) that are useful in addition to logical arguments. After collecting all the data, researchers will process the data using Service Quality (Servqual) and Importance Performance Analysis (IPA) methods.

IV. RESULTS AND DISCUSSION

Attribute Item GAP Analysis

The following are the results of calculations performed in the Service Quality method covering the dimensions tested. In the Tangible dimension, GAP, or the most significant gap, occurs in the attribute of ease of access to call center services by participants throughout Indonesia who have a gap value of -0.9467. Proves that participants find it challenging to contact access to the call center service project pre-employment card. At the same time, the attribute with the smallest GAP value or gap is the answer waiting for

time attribute of the call center officer, who has a GAP value of -1.12. In the empathy dimension, the most significant gap occurs in apologizing to the participants, and it is crucial to say when participants encountered problems with a GAP value of -0.84.

In comparison, the attribute that has the smallest gap value is the call center toll-free tariff attribute that is very petrifying for participants if difficulty in constraints and attributes of friendliness call center officers who have the same GAP value of -1.04. The dimension of assurance that GAP or the most significant gap occurs in the attributes of the guarantee to maintain the confidentiality of information or personal data of participants who have a GAP value of -0.8533. Proves that the pre-employment call center officer still mentions the confidentiality of the connected account participants, phone numbers, and others.

While the attribute that has the smallest GAP value or gap is the guarantee attribute for constraints processed according to the estimates that have been determined and mentioned by the pre-employment call center officer who has a GAP value of -1.1733, in Reality, the largest gap dimension occurs in the attributes of information capabilities provided by officers to pre-employment participants who have a GAP value of -0.96. At the same time, the attribute that has the smallest gap value is the speed attribute of the process of meeting the needs of participants who have a GAP value of -1,133. In the responsiveness dimension, the most significant gap occurs in the willingness to help solve participants' problems, as participants feel less satisfied and have a GAP value of -0.8933. In contrast, a minor gap value attribute is the willingness to accommodate participants' complaints with a GAP value of -0.9867.

Tabel 3 Participant's satisfaction level to the overall dimension

Dimension	Atributte	Question	Perception		Expentance		GAP
			Total	Average	Total	Average	
Tangible	A1	Easy access to call center services	258	3,44	329	4,38667	-0,9467
	A2	Accessible anywhere	256	3,41333	331	4,41333	-1
	A3	Can be contacted 12 hours (08.00 - 20.00 WIB)	260	3,46667	332	4,42667	-0,96
	A4	Ease in remembering call center service numbers	242	3,22667	324	4,32	-1,0933
	A5	Waiting time answer from the officer	238	3,17333	322	4,29333	-1,12
		Average	250,8	3,344	327,6	4,368	-1,024
Empathy	A6	Smooth language communication	252	3,36	323	4,30667	-0,9467
	A7	Understand the needs of participants	251	3,34667	321	4,28	-0,9333
	A8	Call center toll-free rates	249	3,32	327	4,36	-1,04
	A9	Call center staff hospitality	246	3,28	324	4,32	-1,04
	A10	Give an apology	267	3,56	330	4,4	-0,84
		Average	253,000	3,373	325,000	4,333	-0,960
Assurance	A11	Guarantee of maintaining the confidentiality of participants' personal information/data	258	3,44	322	4,29333	-0,8533
	A12	guarantees for constraints are processed according to estimates	239	3,18667	327	4,36	-1,1733

|	A13	knowledge and professionalism of call center officers	256	3,41333	328	4,37333	-0,96
		Average	251,000	3,347	325,667	4,342	-0,996
Reliability	A14	Information capabilities provided by officers	252	3,36	324	4,32	-0,96
	A15	Variety of services on call centers	253	3,37333	322	4,29333	-0,92
	A16	Speed of the process of fulfilling the needs of participants	246	3,28	331	4,41333	-1,1333
		Average	250,333	3,338	325,667	4,342	-1,004
Responsive ness	A17	Willingness to accommodate participants' complaints	246	3,28	320	4,26667	-0,9867
	A18	willingness to help solve participants' problems	258	3,44	325	4,33333	-0,8933
		Average	252,00	3,36	322,50	4,30	-0,94

Service Quality Analysis

The research results on the quality of call center services of pre-employment cards analyze with service quality (Servqual) models. In this study, there are five dimensions to measure it: physical dimension (Tangible), reliability dimension, responsiveness dimension, assurance dimension, and empathy dimension. The five dimensions have attributes in each dimension, and in this study, there were 18 attributes of questions asked to participants of the pre-employment card.

Tabel 4 Analysis of Service Quality

No	Dimension	Perception (P)	Expectance (E)	GAP	P=P/E
1	*Tangible*	3,344	4,368	-1,024	0,766
2	*Empathy*	3,373	4,333	-0,96	0,778
3	*Assurance*	3,347	4,342	-0,996	0,771
4	*Reliability*	3,338	4,342	-1,004	0,769
5	*Responsiveness*	3,36	4,3	-0,94	0,781
Average		3,4	4,3	-1,0	0,8

Importance Performance Analysis

After calculating and knowing the GAP value of each attribute will be continued performance analysis and importance. Analysis to determine the position of attribute in the service to the participants of the pre-employment card program based on the level of performance and level of expectations. The input of participants' satisfaction questionnaire data into SPSS produced output as shown in figure 4.1.
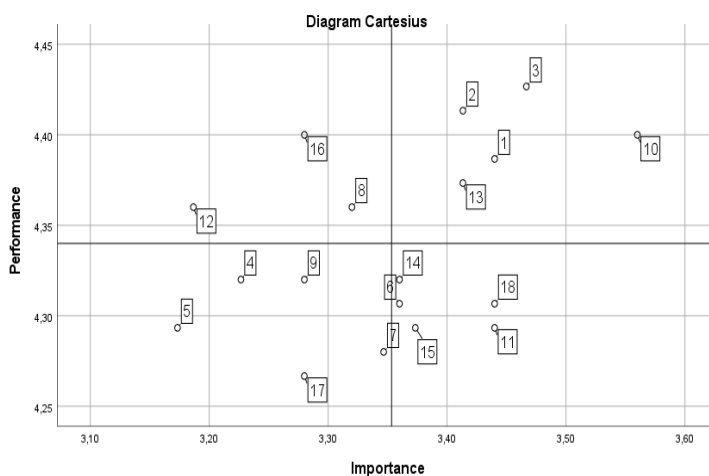
Picture 1 Cartesian Chart
(Reference: Pengolahan Data (2021))

These four quadrants limit by an average perception rate score of 3,353 on the x-axis and an average score at an expectation level of 4.34 on the y-axis. The following is the position of each attribute on the Cartesian diagram:

1. Quadrant A (1)

In quadrant A shows attributes - attributes that affect the satisfaction of participants call center project pre-employment; this quadrant needs to be prioritized by the company because the existence of these factors is considered very important by participants, and the quality of service must be improved. This quadrant indicates that the participant's expectation level of service attributes or dimensions is high, but the level of satisfaction shown by these attributes or service dimensions is low. Therefore it is considered dangerous while the level of implementation is still not satisfactory. The attributes contained in this quadrant are:

a. Guarantees for constraints process according to the specified estimates (12)
b. Variety of services at call centers (15)
c. Speed of a process to meet the needs of participants (16)

2. Quadrant B (2)

The attributes or dimensions of the services in this quadrant indicate that participants' level of satisfaction is high and the level of expectation of participants is high so that the attributes in quadrant B are felt good and must maintain by the company. The attributes contained in this quadrant are:

a. Ease of access to call center services (1)
b. Accessible anywhere (2)
c. Can be contacted 12 hours (08.00 - 20.00 WIB) (3)
d. Giving an apology (10)
e. Knowledge and professionalism of call center officers (13)

3. Quadrant C (3)

The attributes or dimensions of the services that are in the C quadrant indicate that level of expectations of participants is low, and also the level of performance provided by the company is also low so that the attributes or dimensions of services that are in this quadrant get a low priority to improve. The attributes contained in this quadrant are:

1. Guarantee of maintaining the confidentiality of participants' personal information/data (11)
2. Ability information provided by officers (14)
3. Willingness to help solve participant problems (18)

4. Quadrant D (4)

The attributes or dimensions of the service in this position indicate that the level of customer expectations is low or considered not very important, but the performance provided by the company to customers is high. So the company's performance is considered excessive, but the implementation does very well. The attributes contained in this quadrant are:

1. Ease in remembering call center service numbers(4)
2. Waiting time answer from the officer (5)

3. Understand the needs of participants (7)
4. Friendliness of call center officers (9)
5. Willingness to accommodate participant complaints (17)

V. CONCLUSION AND SUGGESTION

Conclusion

Based on the results of service quality analysis using service quality and Importance Performance Analysis (IPA) method in the pre-employment project call center, the quality of services provided by the pre-employment project call center has not met participants' expectations because of the quality value (Q) calculated ≤ 1. Of the five dimensions, the most significant service quality value intangible dimension is 0.766, and the smallest value is reliability dimension quality value of 0.769. The average quality of service in each dimension is 0.8 with the value of service quality.

In the IPA diagram, the attributes that are the top priority for improvement are the overall attributes contained in quadrant A, namely the ease of access to call center services, accessible anywhere, can be contacted 12 hours (08.00- 20.00 WIB), provide apologies and knowledge and professionalism of call center officers.

Suggestion

The advice given after this research is that it expects future researchers to research the quality of pre-employment call center project services so that the company becomes better after this study. And supervise and improve the quality of service the following sop consistently from all parties, mainly attributes that become the leading priority/quadrant A in order to create satisfaction of pre-employment participants.

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