ISSN No:-2456-2165

The Effect of Hard Skill and Soft Skill Competency on Improving the Quality of Services in Public Services Malls at Banyuwangi Regency

Anang Hadi Priyono[1], Suwignyo Widagdo[2], Yuniorita Indah Handayani[3]
Master's Department of Management, STIE Mandala
Jember, Indonesia

Abstract:- This study aims to partially test and analyze the effect of hard skill and soft skill competence on improving service quality at public service centers in Banyuwangi district, then simultaneously test and analyze the effect of hard skill and soft skill competencies on improving service quality at public service centers in Banyuwangi district. Explanatory research used in this study, and data analytic procedures included the Instrument Test, Classical Assumption Test, and Multiple Linear Regression Analysis. The sample methodology employed in this research was purposive sampling. The study's results indicate that the t test implies that the hard skills (X_1) and soft skills (X_2) competence variables have a partially positive and significant influence on improving service quality at the Banyuwangi Regency public service mall, while the simultaneous significance test (F Test) implies that the hard skills (X_1) and soft skills (X_2) competence variables have a simultaneous effect on service quality. The findings of this study can be utilized as a reference or guidance for the Head of the Public Service Mall while making decisions. With the results acquired, it is better to provide direction to employees in order to enhance their hard skills and soft skills in the form of sincerity, paying greater attention, patience, and friendliness of officers when serving customers who use the services at Banyuwangi public services mall.

Keywords:- *Public Services Mall; Hard Skill and Soft Skill; Multiple Linear Regression Analysis.*

I. INTRODUCTION

Worker performance is the outcome of an employee's capable of producing high work while performing their duties in accordance with their responsibilities. Employment in the public sector also must perform well in order to produce adequate service. Customer satisfaction, according to Rivai, (2004), will promote business and create customer loyalty. Human resources are a fundamental factor in determining an organization's success. In the public sector, every role requires qualified human resources. Competent human resources are talented, high-potential, and high-performing workers who could carry out the organization's vision, mission, and goals. The quality of human resources, as well as the organization's ability to create a supportive culture, is crucial for organizations (Martoyo, 2002).

Improving the quality of employee resources is crucial, and it must be performed in a planned, targeted, and protracted manner for capabilities and professionalism ought to be enhanced. The aim is to enhance worker resource quality is to increase employees' operational performance in carrying out government activities. Furthermore, the high quality of employee resources will foster a strong dedication to complete daily tasks more efficiently, effectively, and productively in accordance with their particular roles and functions. Banyuwangi Regency is one of the five regencies/cities with the highest public services, according to the data of a compliance test conducted in 2018 by the East Java Ombudsman against Law (UU) Number 25 of 2009 concerning Public Services. The presence of the Banyuwangi Public Service Mall responses to expectations for the concept of public services, which have become an important and relevant issue in Banyuwangi Regency since 2011, confirming that it remains a development target in the field of governance. Because public services are such a crucial component of today's society. The goal of public service is to provide the best possible service to the public.

The front office staffs is a reflection of the quality of service provided. Front office staffs are on the front lines of offering services to the general public. The ability to have high technological proficiency is expected of front office workers. There are both hard and soft talents in these competencies. Technical Competence is defined as knowledge, skills, and attitudes/behaviors that can be observed, measured, and developed especially relevant to the technical field of the post, according to Government Regulation Number 11 of 2017 about Civil Servants Management.

However, from the time of the interview until the establishment of the Banyuwangi public service mall on October 6, 2017, an interesting fact was discovered: a total of 51 front office staff (14 from Banyuwangi SKPD and 37 from Vertical Agencies) were generally only asked to have an attractive physical appearance and have skills and knowledge. This is because each front office staff member has technical expertise, according to Mr. Fatah Hidayat and Mr. Anam. This is attributed to the reason that staff in public service malls perform substantially the same jobs as they did in their previous SKPDs.

Public service is one manifestation of the state apparatus's responsibility as a public servant; public services are intended to increase the community's or citizens' prosperity. Professional public services can be defined as those in whom service providers are ultimately accountable and responsible (government officials). The number of individuals who expect effective, efficient, and gratifying public services from government personnel as civil servants is growing, as are their demands.

Public service is one manifestation of the state apparatus's responsibility as a public servant; public services are intended to increase the community's or citizens' prosperity. Professional public services can be defined as those in whom service providers are ultimately accountable and responsible (government officials). The number of people who expect effective, efficient, and satisfying public services from government workers as civil servants is growing, as are their demands.

According to the phenomena that occur in public service malls in Banyuwangi Regency, front office staffs require not only academic and professional competence (hard skill) but also intrapersonal and interpersonal (soft skill) competency. Because many businesses and agencies require more than just smart people who can complete the duties assigned, soft skill expertise is crucial. Front-office staff in public service malls are now supposed to be able to communicate, socialize, work hard and smart, adapt to the work environment, and collaborate with coworkers and superiors (Purnami, 2013).

II. LITERATURE REVIEW

The context of the quality of apparatus resources in the era of autonomy, according to Koswara (2001:266-267), is: Professional talents and technical skills of employees, including staff and implementers in the local government setting. This is critical in order for government management in regional autonomy to function effectively and efficiently, which requires not only a sufficient number of employees, but also efforts to improve employee quality, as evidenced by efforts to increase education, skill training, work experience, rank and employment status.

Hard skills, according to Islami (2012), are behaviors and skills that are visible on the surface. Hard skills are a person's knowledge and technical skills. According to (Elfindri, 2010: 67), the concept of soft skills is basically a refinement of the concept of emotional intelligence, which we are all familiar with (emotional intelligence).

There has been a great deal of research on the impact of hard skill and soft skill competence on service quality and customer satisfaction. Regardless of the fact that the research has been completed, there are still disparities in the findings. This is what encourages the author to conduct new analysis on the effects of hard and soft skill competency on increasing service quality at Banyuwangi's Public Service Mall.

In the same year, Hamsiati (2020), Nadhifa (2020), Rusydi et al (2020)), and Dewi & Muhsin (2020) conducted research on the impact of employee competence on increasing the quality of customer services. As a result, customer satisfaction might rise. Employee hospitality with an intrapersonal, interpersonal, attitude, and behavior soft skill approach has been applied by employees and has a positive and significant influence both simultaneously and partially on improving the quality of hotel services in Makassar and Parepare city, according to Hamsiati's (2020) research.

Prior to 2020, there was also research on staff competencies. Pebriyanti et al. (2017) discovered that the variables of competence and work motivation had a significant impact on service quality in 2017 and 2016. The partial test then indicates that the competence variable has no significant effect on service quality while the work motivation variable has a significant effect. This is in line with the observations of Rochmah (2016) and Isnandar (2016) Employee competence does not have a significant impact on increasing service quality. According to Isnandar (2016), Intellectual Competence, Emotional Competence, and Social Competence influence 45.2 percent of employees in the IT division of PTPN III (Persero), while the remaining 54.8 percent is influenced by other factors not examined in the study. The percentage of competence's influence that is influenced by other factors is still relatively high.

Widiastuti et al. (2015) delivers even more incredible outcomes. The study's findings indicate that (1) employee IQ, one of the hard skills of Semarang City Integrated Licensing Service Agency (BPPT) employees, is on track with the national average. Communication, self-confidence, self-control, and emotional stability are among the soft skills that still got low marks. (2) An analysis of respondents' level of satisfaction confirms that the services provided did not meet their expectations because the average value of performance is lower than respondents' expectations.

Several previous researchers, unfortunately, have shown results with a considerable favorable effect. The research findings of Purwanto (2015), Raymond et al. (2015), Mariah & Sa'ud (2013), and Supriyanto (2011) show that competence has a significant effect on service quality, competence has a relationship with teaching motivation, and competence and motivation have a significant effect on student service quality simultaneouslyt.

III. DATA

Quantitative data types are used in this research. Primary and secondary data were employed as data sources. Answers to interviews and questionnaires given to members of the public and visitors to the Banyuwangi Regency Public Service Mall were used to compile the data. Observations can also provide primary data; according to Sugiyono (2017: 204), observation is "the act of loading research on an object." This is a way of collecting data and information that involves observing the symptoms during study. The community who used the services of a public service mall in Banyuwangi Regency was the subject of this study.

This study's secondary data was obtained from a literature review. This method involves gathering data and information from a variety of sources, including literature and associated agencies, in the form of data that has been processed by the appropriate agencies. This research depends on data gathered from a variety of sources, including academic journals and government organizations.

IV. METHODOLOGY

Researcher applied descriptive statistics and quantitative data analysis methodologies. The data gleaned through the distribution of questionnaires will be analyzed in order to draw a conclusion for decision-making. Regarding the data test, instrument tests were performed, which included validity and reliability tests to confirm that the data from the questionnaire, in the form of respondents' responses, was valid and reliable. The Classical Assumption test, which comprises the normality, multicollinearity, and heteroscedasticity tests, is also performed.

Using multiple linear regression analysis, this study explores the effects between variables. This technique is performed to see how many independent factors (X) affect the dependent variable (Y). The coefficient of determination test, t test, and F test have all been used in multiple linear analysis.

The coefficient of determination is a measure that indicates how well a model explains variations in the dependent variable. The coefficient of determination has a value between 0 and 1. The coefficient of determination has a low value. This indicates that the independent factors' ability to explain the variation in the dependent variable is severely constrained. The coefficient of determination is close to 1 in value. It refers to the independent variables' capacity to give practically all of the information needed to anticipate the dependent variable's fluctuation, Ghozali (2013), p. 83. The modified R square is applied in this research because the primary problem of applying the coefficient of determination, according to (Ghozali, 2013: 83), is that it can affects the number of independent variables included in the model. R^2 must increase with each additional independent variable. As a result, numerous studies indicate that when evaluating regression models, the R square adjuster be included. Once one independent variable is added to the model, the value of modified R^2 might increase or decrease, unlike R^2.

V. RESULT AND DISCUSSION

In this study, the data instrument test, which contains validity and reliability tests, fulfilled the requirement. This research data, like the Classical Assumption test, indicates that the data is normally distributed with no indications of multicollinearity or heteroscedasticity. So it can be continued into the following test.

The following multiple regression equation is obtained from the analysis of multiple regression processing presented in the table:

$Y = a + \beta_1 X_1 + \beta_2 X_2$

$Y = 3{,}887 + 0{,}264X_1 + 0{,}648X_2$

The equation for multiple linear regression is as follows:

1. The constant regression coefficient is 3.887, indicating that if the independent variables of hard skills (X_1) and soft skills (X_2) are good, so will the quality of service (Y) presented.
2. The X_1 (hard skill) competency variable has a regression coefficient of 0.264, indicating that there is a positive relationship between the hard skill competency variable (X_1) and the service quality variable (Y), with the better the hard skill competency variable (X_1), the better the service quality provided (Y).

The regression coefficient for the soft skill competency (X_2) variable is 0.648, indicating that there is a positive relationship between the soft skill competency variable (X_2) and the service quality variable (Y), with the higher the soft skill competency variable (X_2), the better the service quality provided (Y).

Tabel 1 Multiple Linear Regression Analysis Test Results

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	3.887	0.859		4.525	0.000
1 Hard Skill	0.264	0.040	0.302	6.552	0.000
Soft Skill	0.648	0.045	0.665	14.444	0.000

The Hard skill competency variable may also be observed in table 1 above (X_1) Since this hard skill competency's t-count value is 6.552 and the t-table value is 1.974, and since $t_{count} > t_{table}$ (6.552 > 1.974), the hard skill competency has a partially positive and significant (0.000 0.05) effect on enhancing service quality. This implies that H_1 is acceptable.

Tabel 2 Results of Partial Significant Test Analysis

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	2504.505	2	1252.253	305.213	0.000[b]
	Residual	689.284	168	4.103		
	Total	3193.789	170			

Fcount is 305.213 with a significance level of 0.000, as can be seen in the table above. While the Ftable is 3.05. at a 5% significant level (= 0.05). The probability value 0.000 0.05 and Fcount (305.213) are then used to accept H3. This indicates that the independent variable of competency (hard and soft skill) has a significant beneficial effect on improving service quality. As a result, the hard and soft skill competency variables improve service quality at Banyuwangi's public

service mall regency. However, if one of the variables decreases, the quality of service may suffer. This is due to the fact that the two variables work together to improve service quality.

Tabel 2 Coefficient of Determination Test Results

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.886	0.784	0.782	2.02556

The coefficient of determination, or adjusted R square, is 0.782, according to the SPSS model summary output table. The independent variables of hard skills (X_1) and soft skills (X_2) competence simultaneously affect the dependent variable of service quality, as evidenced by the size of the coefficient of determination adjusted R square of 0.782. (Y). 0.782 is the updated R square value achieved. This suggests that the hard skill (X_1) and soft skill (X_2) competence factors can affect 78.2 percent of service quality improvement in public service malls in Banyuwangi Regency. Other variables not included in this study influence the remaining 21.8 percent.

VI. CONCLUSION

The hard skill and soft skill competency variables have a positive and significant effect on improving service quality at the Banyuwangi Regency public service mall, according to the results of the t-test (Partial Significant Test) hypothesis testing. The findings of the study showed that front office staff officers with a high hard skill competency would perform better in the workplace in terms of enhancing service quality than employees without a hard skill competency or employees who focus entirely on attractive physical appearance. The most important thing that needs to be done in public services is for officers or employees to be able to carry out tasks according to their fields and knowledge in order to provide better and consistent service quality while being supported by technical skills, knowledge, and technology that they already possess.

The soft skill competency variable has a positive and significant effect on increasing service quality in the Banyuwangi Regency public service mall, according to the results of the t-test hypothesis testing (Partial Significant Test). The results of this research indicate that front office staff officers with high soft skill competency will perform better in the workplace in terms of improving service quality than employees with low soft skill competency. The most important thing that needs to be done in public services is for officers or staff to be able to carry out their jobs with full sincerity, giving more attention, patience, and kindness to customers who attend the Banyuwangi Regency public service mall's services.

Hard skill and soft skill proficiency have a positive and significant effect on increasing service quality at the Banyuwangi Regency public service mall, according to the F-Test (Simultaneous Test). The most important thing to pay attention to and scrutinize is the integration of hard and soft skills competences for continual service quality improvement. Hard and soft skill proficiency, as well as service quality enhancement, are inextricably linked. In other words, if an employee's hard and soft skills are good, the quality of the services provided is likely to be good as well. Expanded outbound training, technical training, motivational seminars, and higher education levels, as well as other applicable advancements, will help employees improve their hard skill and soft skill competencies that will have an impact on increasing service quality for the society in the future.

REFERENCES

[1]. Dewi, A. ., & Muhsin. (2020). Pengaruh Kompetensi, Komitmen Kinerja, dan Kualitas Pelayanan terhadap Kepuasan Masyarakat. *Ecomomic Education Analysis Journal*, *8*(3), 1249–1259.

[2]. Elfindri. (2010). *Soft Skill Untuk Pendidik*. Badouse Media.

[3]. Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Badan Penerbit Universitas Diponegoro.

[4]. Hamsiati. (2020). Pengaruh Hospitality Pendekatan Soft Skill Karyawan terhadap Peningkatan Kualitas Pelayanan Hotel di Kota Makassar dan Pare-Pare, Sulawesi Selatan. *Jurnal Kepariwisataan: Destinasi, Hospitalis, Dan Perjalanan*, *4*(1), 40–52.

[5]. Isnandar, H. . (2016). Analisis Pengaruh Kompetensi Pegawai di Bidang Teknologi terhadap Kualitas Pelayanan Informasi di PT. Perkebunan Nusantara II (Persero). *Jurnal Ilmiah Research Sains*, *2*(3), 19–30.

[6]. Mariah, S., & Sa'ud, U. S. (2013). Pengaruh Motivasi dan Kinerja Pegawai Tehadap Kualitas Layanan Administrasi Akademik. *Jurnal Administrasi Pendidikan*, *17*(1), 145–153.

[7]. Martoyo, S. (2002). *Manajemen Sumber Daya Manusia* (8th ed.). BPFE.

[8]. Nadhifa, K. (2020). Pengaruh Kompetensi Pustakawan terhadap Kualitas Layanan Perpustakaan Universitas Jember. *Jurnal Pustaka Ilmiah*, *6*(1), 1003–1013.

[9]. Pebriyanti, D., Mahardiana, L., & Risnawati. (2017). Pengaruh Kompetensi dan Motivasi Kerja terhadap Kualitas Layanan pada KPKNL Palu. *Jurnal Ilmu Manajemen Iniversitas Tadulako*, *3*(3), 257–266.

[10]. Purnami. (2013). Implementasi Metode Experimental Learning dalam Pengembangan Softskill Mahasiswa yang Menunjang Integrasi Teknologi, Manajemen, dan Bisnis. *Jurnal Penelitian Pendidikan*, *14*(1).

[11]. Purwanto, A. B. (2015). Pengembangan Soft Skill dan Reliability untuk Meningkatkan Kualitas Pelayanan dan Kepuasan Nasabah. *Buletin Bisnis & Manajemen*, *1*(1), 14–30.

[12]. Raymond, C. ., Hatane, S., & Hutabarat, J. (2015). Analisis Kualitas Sumber Daya Manusia, Kualitas Pelayanan, Kinerja Organisasi, Kepercayaan Masyarakat Dan Kepuasan Masyarakat (Studi Kasus: Dinas Kependudukan Dan Catatan Sipil Kabupaten Nabire). *Jurnal Teknologi Dan Manajemen Industri*, *1*(1), 1–8.

[13]. Rivai, V. (2004). *Manajemen Sumber Daya Manusia untuk Perusahaan* (1st ed.). PT. Raja Grafindo Persada.
[14]. Rochmah, N. (2016). Pengaruh Soft Skill Staf Perpustakaan terhadap Pelayanan Prima di Perpustakaan Fakultas Ilmu Sosial dan Ilmu Politik Universitas Gajah Mada Yogyakarta. *Berkala Ilmu Perpustakaan Dan Informasi*, *7*(2), 144–149.
[15]. Rusydi, G., Susanto, Y., & Hami. (2020). Pengaruh Gaya Kepemimpinan, Kompetensi dan Motivasi Pegawai terhadap Kualitas Pelayanan Kantor Pertanahan kabupaten Musi Rawas. *Jurnal Media Ekonomi*, *3*(1), 1208–1231.
[16]. Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
[17]. Supriyanto. (2011). Pengaruh Kemampuan dan Motivasi Kerja Dosen Terhadap Kualitas Layanan Kepada Mahasiswa. *Jurnal Manajemen Bisnis*, *1*(1), 65–73.
[18]. Widiastuti, T., Aditya, E. ., & Paranita, E. S. (2015). Soft Skill Sebagai Upaya Peningkatan Kualitas Layanan Satu Pintu di Kota Semarang. *Jurnal Aplikasi Manajemen*, *12*(1), 151–162.