



A CONCEPTUAL MODEL OF THE INFLUENCE OF COMPETENCE AND INFORMATION ON SERVICES WITH VARIABLE CONCERN AS MODERATORS AT THE NATIONAL PROFESSIONAL CERTIFICATION BOARD

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ABSTRACT

Neglecting potential service standards can result in deteriorating service quality, encouraging potential for maladministration, and corrupt behavior. The Report on Compliance Assessment Results of Service Standards and Service Provider Competencies issued by the Ombudsman of the Republic of Indonesia (ORI) shows that the National Professional Certification Board (BNSP) is in the red zone in 2018 and the yellow zone in 2019. There is a gap between services that must be performed following Law Number 25 of 2009 with the reality and that it is influenced by competence, availability of information and public service providers' concern for the rights of accessibility for users with special needs services. This quantitative study aims to examine the effect of competence and availability of information on services with caring variables as moderating at the National Professional Certification Board. The population in this study is the use of the National Professional Certification Agency services. Data collection is done by observation and the use of questionnaires. The statistical tests conducted include validity, reliability, path analysis, and hypothesis testing.

KeyWords

Competence, Information, Care, Service Quality, Conceptual Model

INTRODUCTION

At present, the implementation of public services is still faced with conditions that are not yet following the needs and changes in various fields of life in the community, nation and state. This can be caused by uneasiness to respond to the transformation of values that have broad dimensions and the impact of various complex development problems. Neglect of potential service standards results in deteriorating service quality, encouraging potential for maladministration and corrupt behavior. In the long term, the neglect of public service standards has the potential to reduce the credibility of the government's role as a facilitator, regulator and catalyst for public service development.

The National Professional Certification Agency (BNSP), a government agency that has the authority as a personnel certification authority, is tasked with providing public services in the field of professional competency certification for workers is also required to provide excellent service to the community. The establishment of the BNSP is an integral part of developing a new paradigm in the quality workforce preparation system.

Based on the Compliance Assessment Report on Service Standards and Service Provider Competencies issued by the Ombudsman of the Republic of Indonesia (ORI), the National Professional Certification Board (BNSP) is in the red zone in 2017 and 2018 (grades 55.00 and 52.00) and is located in the yellow zone in 2019 with a grade of 56.50. The results of other assessments conducted by the Ombudsman of the Republic of Indonesia (ORI) state that: (1) The level of partiality or concern for public service providers regarding the right of accessibility for users with special needs services (persons with disabilities, elderly, pregnant women, children); and (2) Low availability of information and procedures for submitting complaints.

Based on the data above, there is a gap between services that must be carried out in accordance with Law Number 25 of 2009 and reality. This is influenced by competence, availability of information and public service providers' concern for the access rights for users with special needs services (persons with disabilities, elderly, pregnant women, and children).

Competence is an ability to carry out or do a job or task based on skills and knowledge and is supported by the work attitude demanded by the job (Wibowo, 2010). Access to information, according to IFLA in Oltman, is "the right to have access to all expressions of knowledge, creativity, and intellectual activity." Swanson (1991) defines caring as one way to maintain relationships with others, where others feel the commitment and personal responsibility.

Providing a quality service will surely meet the challenges and obstacles that occur. Fundamental challenges and obstacles in public service are contacts between customers and service providers, service variations, service officers, organizational structure, information, the sensitivity of requests and offers, procedures, public distrust of the quality of public services (LAN RI, 2003: 24- 27).

Based on this background, this conceptual paper was made. This paper aims to examine the effect of competence and availability of information on services with caring variables as moderating at the National Professional Certification Board. This paper consists of Introduction, Literature Review, Hypotheses Development, and Research Methodology.

LITERATURE REVIEW

Competence is an ability to carry out or do a job or task based on skills and knowledge and is supported by the work attitude demanded by the job (Wibowo, 2010). According to Law No. 13 of 2003 concerning Labor, competence is the workability of every individual which includes aspects of knowledge, skills and work attitudes that are under established standards. There are 5 (five) characteristics or components of competence, namely: motives, traits, self-concept, knowledge, and skills.

Access to information, according to IFLA in Oltman, is "the right to have access to all expressions of knowledge, creativity, and intellectual activity." Access to information is a human need to meet all fields of needs.

The definition of access to information, according to Wulandari (2010), is the achievement, acquisition or acquisition of information without or using tolls in the form of telecommunications through channels or media. Information access can be in two ways, namely online and offline access (Wulandari, 2010). Information access also needs to have several approaches in its provision, namely Easy of Navigation, Convenience, Modern Equipment and Self Relation (Fatmawati, 2013). This public information system is regulated by Law Number 25 of 2009.

According to Kotler (1997: 49), what is meant by "quality is the overall characteristics and nature of a product or service that affects its ability to satisfy expressed or implied needs." Quality according to Hellriegel. At.al. (2005: 130) is "how well a product or service what is supposed to do how closely and reliably satisfies the specifications to which it is built or provided." While the notion of quality according to Robbins and Coulter (2005: 502), defines "the ability of product or service to reliably do what it is supposed to do and satisfy customer expectations." Quality of service is the overall characteristics and characteristics of a product or service in terms of meeting the needs that have been determined or latent, by emphasizing the orientation of meeting customer expectations to obtain a fit for use (fitness for use) (Tjiptono, 2005: 54).

Understanding Public Services according to Law Number 25 of 2009, is an activity or series of activities in the framework of meeting service needs by statutory regulations for every citizen and resident of goods, services, and/or administrative services provided by public service providers. Public service providers are all state-run institutions, corporations, independent institutions formed

under the law for public service activities, and other legal entities formed solely for public service activities.

Service standards are benchmarks that are used as guidelines for service delivery and a reference to assessing service quality as obligations and promises of providers to the public in the context of quality, fast, easy, affordable, and measurable services. The implementation of public services is based on:

- a. Public interest;
- b. Legal certainty;
- c. Equal rights;
- d. Balance of rights and obligations;
- e. Professionalism;
- f. Participatory;
- g. Equality of treatment / non-discrimination;
- h. Openness;
- i. Accountability;
- j. Facilities and special treatment for vulnerable groups;
- k. Punctuality;
- l. Speed, convenience, and affordability.

The organizer is obliged to provide special treatment services to certain community members by statutory regulations. Certain communities constitute vulnerable groups, including those with disabilities, the elderly, pregnant women, children, victims of natural disasters, and victims of social disasters.

Article 21 of Law Number 25 of 2009 states that the standard service components shall at least cover: legal basis, requirements, systems, mechanisms, and procedures; completion period, cost/tariff, service products, facilities, infrastructure, and /or facilities; implementing competencies, internal monitoring, handling complaints, suggestions and input; number of implementers – service guarantees that provide certainty of services carried out following service standards, guarantee the security and safety of services in the form of a commitment to provide security, free from danger and risk of doubt, and evaluating implementing performance.

The size of the success of service delivery is determined by the level of service recipient satisfaction. Service recipient satisfaction is achieved if the service recipient receives the service as needed and expected. To assess the performance of the public sector according to Mahmudi (2005: 29) to service quality is influenced by (1) speed of service, (2) cleanliness, neatness of staff, and facilities (3) friendliness and patience of staff in serving customers (4) friendly and helpful staff and attention to customers, and (5) safety and comfort. To determine public sector performance indicators, it is necessary to consider the cost of service indicators and quantitative utilization rates. In addition to the factors above, the performance of the public sector is also influenced by other indicators, namely service quality and service standards (quality and standards) as well as service coverage and citizen satisfaction. According to Parasuraman.Zeithaml, (Rangkuti, 2003: 19), the characteristics of service quality can be evaluated in five dimensions, namely: tangibles, reliability, responsiveness, assurance, and empathy.

Tse and Wilton in Tjiptono (2005: 24) state that customer satisfaction or dissatisfaction is the customer's response to the evaluation of discrepancies felt between previous expectations (or other performance norms) and the actual performance of an emotional response to the evaluation of the consumption experience of a product or service. Whereas Engel et al., in Tjiptono, (2005: 24), stated that customer satisfaction is a full evaluation in which the alternative chosen is at least the same or exceeds customer expectations. As according to Oliver in (Barnes, 2003: 64) states satisfaction is the customer's response to the fulfillment of needs which means that the customer's assessment of goods or services provides a level of comfort related to the fulfillment of a need, including the fulfillment of needs that are not in line with expectations or fulfillment that exceeds expectations customer. The cornerstone of the theory used to measure service quality is the theory of McKeivt David (2006: 53) which sets five dimensions, namely: manifestation, reliability, responsiveness, assurance, and empathy.

Social care is an attitude of connectedness with humanity in general, empathy for every member of the human community. Social care is the natural condition of the human species and the devices that bind society together (Adler, 1927). Therefore, social care is our interest or interest in helping others. Social care is a feeling of responsibility for the difficulties faced by others where someone is motivated to do something good in order to help. Social care in social life is more generally interpreted as a person's good behavior towards others around him.

Swanson (1991) defines caring as a way to maintain relationships with others, where others feel the commitment and personal responsibility According to Swanson (2000), there are five important dimensions of caring, namely: knowing, being present, doing, enabling, maintain.

According to Moeherton (2012: 95), a description of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision, and mission of the organization as outlined through the strategic planning of an organization.

The opinion of Wirawan (2009: 6) also suggests that employee performance is the result of a synergy of several factors.

These factors are as follows:

1. Organizational internal environmental factors are consisting of the vision, mission, and goals of the organization, organizational policies, raw materials, technology (robots, production systems, etc.), organizational strategy, management systems, compensation, leadership, capital, organizational culture, organizational climate and coworkers.
2. External environmental factors are consisting of economic life, politics, culture and religion of the community and competitors.
3. Internal factors employees or employees consist of talent and personal nature, creativity, knowledge and skills, competencies, work experience, physical condition, and psychological state.

According to Mathis (2011: 378), there are five elements commonly used to measure a performance namely, the number of results, the quality of results, the timeliness of results, attendance, and the ability to cooperate.

Performance appraisal variables according to Moeheriono (2012: 153) to measure performance that can be viewed from several aspects: aspects of the results (outcomes), aspects of attributes and aspects of behavioral attitudes, namely:

- a. Knowledge of work related to knowledge and understanding of work procedures, systems, documentation, targets following the scope of duties and positions.
- b. The quality of work related to the process or results is near perfect/ideal in meeting the goals and objectives.
- c. Productivity is related to the time needed to complete an activity or produce a product.
- d. Adaptation and flexibility are related to adjusting to changes in the work environment.
- e. Initiatives and problem solving related to the ability of individuals to complete work or work functions without leadership assistance or leader supervision intervention.
- f. Cooperative and cooperation related to the ability of individuals to increase feelings of self-esteem, goodwill, and cooperation between workers and subordinates.
- g. Responsibilities are related to completing tasks and fulfilling responsibilities within the specified deadline.
- h. The ability to communicate and interact is related to being able to communicate clearly and precisely verbally and in writing.
- i. Management / leadership related to being able to give instructions/orders.
- j. Development of subordinates is related to providing appropriate input and guidance to subordinates.

CONCEPTUAL MODEL

The general objective of this study is to determine the effect of competence and availability of information on services with caring variables as moderating at the National Professional Certification Board. This general objective is then divided into several specific objectives, namely to find out; (1) the effect of competence on community awareness; (2) the effect of information availability on awareness; (3) the influence of concern for service quality; (4) the effect of competence on service; (5) the effect of information availability on services; (6) the effect of competence on service quality with care as a mediating factor; and (7) the effect of information availability on service quality with care as a mediating factor. Based on some of these specific objectives and the literature review that has been done, the conceptual model that can be generated in this study is as in the following figure.

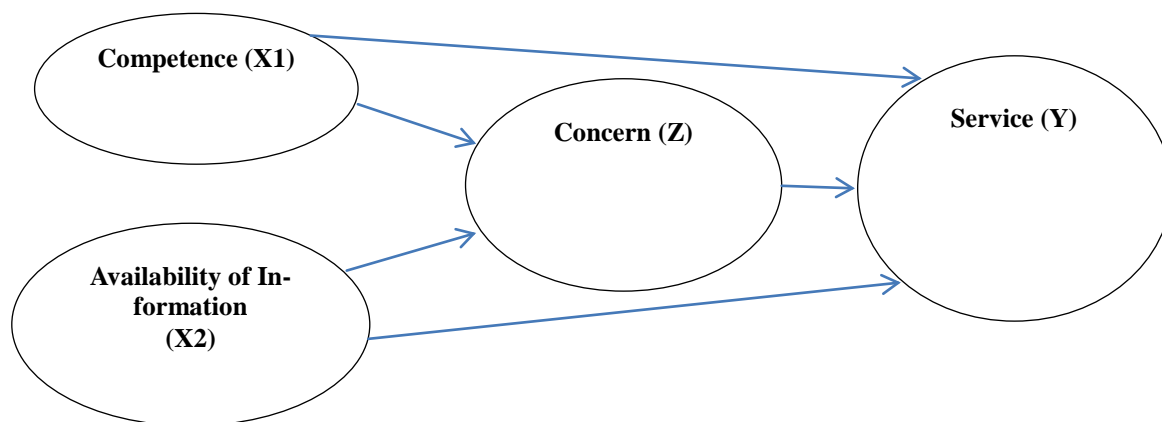


Figure 1: Conceptual Model

Description:
Competence (X1)

: Independent variable

Availability of Information (X2) : Independent variable
Service (Y) : Intervening variable
Concern (Z) : Dependent variable

HYPOTHESES

The hypothesis in this study can be formulated as follows:

- H1 = there is a significant direct effect between competencies on caring for vulnerable people who need services.
- H2 = there is a significant direct effect between the availability of information on caring for vulnerable people who need services.
- H3 = there is a significant direct effect between caring for vulnerable people who need services to service quality.
- H4 = there is a significant direct effect between competencies on service.
- H5 = there is a significant direct effect between the availability of information on services.
- H6 = there is a concern for vulnerable people who need services to mediate competence in improving services.
- H7 = there is a concern for vulnerable people who need services to mediate the availability of information in improving services.

METHODOLOGY

This research is a quantitative research. The population in this study is the use of the services of the National Professional Certification Board, which comes directly to the office of the National Professional Certification Board, in general, an average of 10 people per day.

Data collection is done by observation and the use of questionnaires. The questionnaire used contained a Likert scale (1-5). Data analysis was performed using SPSS (Statistical Product and Service Solutions) version 20. The statistical tests conducted included validity, reliability, path analysis, and t-test hypothesis.

CONCLUSION

This paper has discussed the background of issues with the National Professional Certification Board in Indonesia. The literature review on competence, care, availability of information, service quality, and the relationship between them has also discussed. The conceptual model, hypotheses, methodology and conclusion provided. The implementation of this research will provide information about the relationships between variables in the conceptual model.

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