ABSTRACT

PROFESSIONALISM AND CULTURAL INFLUENCE ON QUALITY OF SERVICE IN STAFFING AND TRAINING BOARD DISTRICT PRINGSEWU

By

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The low quality of public services is characterized by complicated procedures when having to take care of a particular business, and met some of the things that reflect the quality of service issues, namely 1) More quickly and easily process the service provided to employees who have an element of kinship with the officers; 2) More quickly and easily process the service provided to employees who provide benefits, as well as 3) Any information that was not published openly on matters specifically related to the management of personnel administration, personnel resources require the presence of Civil Servants are professional and competent. Considering this, the authors are interested in doing research entitled "Professionalism and Cultural Influence on the Quality of Service Work On Employment and Training Agency Pringsewu District."

The purpose of this paper is to analyze the influence of professionalism and work culture to service quality. While the analysis tool used is multiple linear regression analysis, using the t-test and F-test.

Qualitative analysis of the results showed the professionalism variable (X₁) indicator of responsiveness of the dominant power, while the creativity indicators of weakness; On culture variables (X₂) indicator dialog has a more dominant contribution, while the pleasure is weakness; And the service quality variables (Y) the greatest power on indicator teletak concern, while a weakness is reliability. Partially or simultaneously / together professionalism (X₁) and culture (X₂) significantly affects the quality of service (Y) at Pringsewu District. This conclusion is derived from the value of 8.644 obtained F-value is greater than the value F-table 3.255, and the value of t (X₁) = 2.396 and 3.063 (X₂) is greater than t table value of 2.040.

Based on the calculation and analysis, it is to achieve quality services effectively and efficiently, it is advisable to employees and leaders / officials at district Pringsewu some of the following: (1) Trying to increase the power of creativity, pleasure and reliability employee who is a weakness, then try to maintain and further improve responsiveness attitude, ability dialog, employee care and other parameters to improve professionalism, work culture and quality of service; (2) Gradually change the mind set or mindset of employees as public servants by providing an understanding for employees to be able to change the
paradigm that has been formed into a new paradigm that is more in accordance with the changing conditions of society; (3) Making the vision and mission of the organization as a reference in carrying out duties and functions of the public service to be responsive and innovative; and (4) employee culture as a critical factor in growing internally should be developed further through the performance appraisal system refers to a system rewards and punishments or rewards on job performance and penalties for violations or errors are more clear and focused.

*Keywords: Professionalism, Work Culture, and Quality of Service*