



THE APPLICATION OF SIMPEG (PERSONNEL MANAGEMENT INFORMATION SYSTEM) CORRELATED WITH CUSTOMER SATISFACTION

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Abstract:

In the management of educational institutions, information is crucial. Information isn't simply necessary for external interests, but it's additionally highly influential for the institution itself. SIMPEG is an application designed by and utilized by MTsN across the whole of Bandung to manage the personnel information system. Personnel management services at MTsN across the whole of Bandung can be managed using SIMPEG, allowing institutional leaders to observe the strengths and limitations of the services offered. The focus of this research is to learn how SIMPEG is applied, how customer satisfaction are with civil servant administrative services, and to verify the research hypothesis. This research belongs to the field of quantitative research and employs the descriptive correlation technique. The researcher was using a random sampling method when collecting the sample. Researchers used a Likert scale model questionnaire as main data and disseminated questionnaires to 60 samples. According to the findings of this research, there is a relationship between SIMPEG implementation and customer satisfaction with civil servant administration services at MTsN all through the city of Bandung, with a value of 0.442 indicating the intensity of the relationship. Thus, H_0 is approved, and there is a favorable and substantial connection between SIMPEG implementation and customer satisfaction with civil servant administration services at MTsN all through the city of Bandung.

Keywords: *SIMPEG, Administrative Services, Customer Satisfaction*

INTRODUCTION

It is critical to have knowledge in the administration of educational institutions. Information is important not only for purposes outside the institution, but it is also very powerful within the institution. The administration of educational institutions/organizations can indeed be managed using this information, allowing institutional leaders to gain insight into the strengths and weaknesses of the services offered.

Personnel Management Information System (PMIS) is a web-based staffing information system used to gather staffing statistics. SIMPEG is implemented in reality by combining computer programs to create a network of data processing procedures to aid personnel management in employee growth (Bukupanduanaplikasisimpeg, 2009:1). SIMPEG is essentially an employment management information system required by government agencies to enhance information disclosure, facilitate Civil Servants' work, and be used for policy analysis and formulation, as well as policy implementation in the human resources field for Civil Servants through the use of a

computerized database system. (Setyowati, Endahdkk). The Regional Civil Service Agency can now perform civil service tasks pertaining to civil service administration more easily because of the recently implemented technology. So that the conclusions reached in the form of a final report can be helpful, accurate, and accountable in order to aid decision making, the data is in digital form, automated, secure, and with restricted access rights (Zairen, dkk. 2013:13).

According to McLeod and G. Schell (2004:475), the components in SIMPEG are Data Collection, Data Processing, Data Storage and Data Reporting. Meanwhile, Musanef (1996:244) states that SIMPEG components include: data collection, data processing, data analysis, and data presentation.

Customer satisfaction with civil servant administrative services is a feeling of fulfillment or disappointment expressed by employees in relation to meeting their service requirements, which include administration and regulation. Customer satisfaction has emerged as an essential trait that managers should prioritize. A company's competitive advantage is satisfied customers better than competition, exceeding client requirements, and desiring to do better than competitors. Customer satisfaction has been one of the essential characters that managers should focus on. The firm's competitive advantage was satisfying clients better than its rivals, surpassing clients' needs, and wants better than its competitors (Mai & Coung, 2021:587).

Customer (employee) satisfaction will increase employee devotion to the institution/agency in question. Because customer tastes and behavior are constantly shifting, it is essential to adjust employees to customer expectations in service delivery. Customer preferences and behaviours are constantly changing, thus employee adaptation to customer demands in service providing is essential (Budur&Poturak: 2021).

According to Gaspersz (2006: 35), there are numerous aspects that must be regarded in enhancing customer satisfaction in service, namely: service timeliness, service accuracy, politeness and friendliness, responsibility, completeness, ease of obtaining service, and service supporting characteristics. In the meantime, Montgomery (2007: 132) states that a product, both goods and services, is considered to be of quality or can satisfy service satisfaction for someone if the goods/services satisfy their demands, with indicators such as simplicity, clarity or certainty, security, openness, efficiency, economic, equal, and effective justice.

According to the findings of a preliminary research made on January 18, 2021, which included an interview process with SIMPEG operators and principals at MTsN all through the city of Bandung, there are a number of issues regarding how to utilize the Employment Management Information System (SIMPEG), one of which is that the SIMPEG implementation is not flexible, which means that it must be upgraded on a regular basis and can only be made accessible by school operators/staffing departments. As a result, if there is incomplete or incorrect data, employees cannot immediately alter or contribute data to SIMPEG. because no one had previously concentrated on customer satisfaction. According to the researchers, it is essential to look into this in order to monitor developments on the administration of government employees in educational institutions, specifically Madrasa. If this is not examined, it is anticipated that there will be no follow-up from authorities to foresee consumer convenience or difficulties. This is what distinguishes this research from earlier ones.

According to the findings of research conducted by RudiyantoArif et al. Given that the human component comprises of variables such as performance expectancy, effort expectancy, behavioral intention / intention to use / behavior use, and user satisfaction, all of these theories can be acknowledged., so that the human component is considered to be effective, this is due to a number of factors, including information system users believing the system is beneficial for helping them with their work, completing work quicker, being simple to be using, and having an interest in utilizing the information system. The findings of the human and technology correlation coefficient are 0.639, or the value of $r = 0.639$, and are significant at a level of 0.01. The value of 0.639 corresponds to a range of 0.60 - 0.799, indicating that there is a

significant correlation between people and technology. And it can be understood as a powerful and genuine compatibility connection between people (human) and technology (technology).

Laures J Pasanda (2016) carried out a comparable research at the Office of the Regional Employment Agency for the City of Palopo, where it was asserted that the use of SIMPEG heavily influenced employee performance; from the available data, it was discovered that out of 25 respondents, the results were 79.8%, which according to Sugiono's theory was in the good category.

RESEARCH METHODS

Descriptive correlational research methodology and a quantitative research strategy were both used in this research. A quantitative approach is employed in research that is based on the philosophy of positivism, and it's employed to examine populations or specific samples. Data collection is done using research instruments, and data analysis is quantitative/statistical in nature, with the goal of describing and testing established hypotheses. Furthermore, the inquiry is descriptive with a survey research design.

Descriptive research is a type of research data analysis which is employed to evaluate the generalizability of research findings based on a single sample (Siregar, 2015:126). And this form of survey research is done to characterize large or small populations, but the data examined is data from samples drawn from that community in order to determine the proportional incidence, distribution, and relationships between sociological and psychological variables. (Sugiyono, 2017).

RESULTS AND DISCUSSION

The degree of validity or validity of an instrument is measured by validity. A valid or accurate tool has a high degree of validity. Instruments that are less valid, on the other hand, have a low validity. (Arikunto, 2020: 211). The validity test of the X variable for SIMPEG application yielded 20 items, all of which were deemed valid and appropriate for use. The validity test findings for the Y variable regarding Customer Satisfaction with Civil Servant Administration Services tallied 20 items, all of which were deemed valid and fit for use.

The knowledge that an instrument can be relied enough to serve as a data collection tool is referred to as reliability (Arikunto, 2020: 221). Based on SPSS estimates, all items in variable X are deemed reliable, with an alpha value of 0.965 > rtable 0.361. Based on SPSS computations, all items in variable Y are deemed trustworthy, with an alpha value of 0.992 > rtable 0.361.

To establish the reality of each variable in the research, partial analysis was performed; the total average value of variable X is 4.3, and variable Y is 4.05. Because the values of these two variables belong to the range of 3.6 - 4.5, they fall into the high category. As a result, the function of SIMPEG and customer satisfaction with managerial services for Civil Servants at MTsN across the whole of Bandung City can be classified as High.

The normality test determines whether or not the sample is drawn from a normally dispersed community. To determine whether the sample was typical or not, the One Sample Kolmogrov-Smirnov test was used with a significance threshold of 0.05. If the importance is greater than 0.05, the data is deemed normally distributed. (Sugiyono, 2007: 34). The findings of the Kolmogrov Smirnov normalcy test computation using the SPSS 26 program demonstrate that the outcomes of variable X about (SIMPEG Implementation) and variable Y about (Customer Satisfaction with Civil Servant Management Services) have a significance value of 0.060 > 0.05. As a result, the leftover numbers can be assumed to be normally distributed.

The linearity test is performed with the goal of determining whether or not there is a straight connection. When the data is tested for linearity using SPSS 26, the relationship between factors X and Y is not linear due to the Deviation from Linearity Sig. 0.013 < 0.05.

The Correlation Coefficient Test (r) is employed to determine the intensity of the connection between factors X and Y. The correlation coefficient's value ranges from 0 - 1. The connection between the use of the Employment Management Information System (SIMPEG) and customer satisfaction with Civil Servant administration services has a notable value of 0.000. As a consequence, the significance value is $0.000 < 0.05$, indicating that there is a connection (relationship) between the use of the employment management information system (SIMPEG) and customer satisfaction with civil servant administrative services. The correlation coefficient test outcome was 0.442. This indicates that the connection between these two variables is moderate, as they belong into the $0.40 - 0.599 = \text{Medium}$. As a result, it is possible to infer that the connection between the adoption of the employment management information system (SIMPEG) and customer satisfaction with administrative services for Civil Servants at Madrasah Tsanawiyah Negeri all through the City of Bandung is reasonable.

The sort of connection between the variables X and Y is positive, as evidenced by the correlation coefficient, which is 0.442; there is no negative sign in the figure above. This implies that the better the employment management information system (SIMPEG) implementation, the greater the administrative services for Civil Servants, and thus the degree of customer satisfaction. According to the findings of Nugroho Eko's study (2015: 32) The quality of a system influences its use and customers' satisfaction. This implies that the better the system quality, the greater the system usage and customer satisfaction with SIMPEG. This is also supported by Nisa and Heni (2018)'s study, which was based on the findings of calculating the coefficient of determination and yielded an R^2 value of 53.58%. The coefficient of determination is positive, indicating that service excellence adds to customer satisfaction by 53.58%.

Based on the above explanations and calculations, it is possible to draw the conclusion that H_a : is recognised, because there is a moderate relationship between both the Implementation of the Employment Management Information System (SIMPEG) and Customer Satisfaction with Civil Servant Administration Services in Public Madrasah Tsanawiyah all through the City of Bandung.

The coefficient of determination test may be utilized to forecast and quantify the impact of the independent variable on the dependent variable. The coefficient of determination (R Square) value is 0.295. This indicates that variable X contributes 29.5% to variable Y and the remaining 71.5% is affected by variables outside of this research.

SIMPEG application is very essential to satisfy the requirements of quick employee administration services, as mentioned by Supriyatna (2010: 184) that SIMPEG has conveniences such as: Tracking employee data information will indeed be simple and quick, as will creating reports, recognizing which employees will be encouraged and who will receive periodic salary increases, supporting staffing work, obtaining information about employee conditions rapidly and precisely, and making preparations the distribution of employment mutations based on their education and competence. And, with all of SIMPEG's advantages, it will increase customer satisfaction, in this instance employee satisfaction, for employment administration services.

According to Gaspersz (1997), there are several aspects that must be regarded in improving the satisfaction of employment administration services, including speed of service, convenience of obtaining service, service correctness, and service security.

Customer satisfaction with Administrative Services for Civil Servants is indeed increased as a result of the implementation of SIMPEG in Public Madrasah Tsanawiyah throughout the City of Bandung.: Timeliness of service, with the implementation of SIMPEG, all types of employment services are realized in a prompt way in terms of data collection, data processing, and data retrieval. Civil servants are not required to survive hours to obtain information about employment administration. Accessibility of obtaining services: Previously, receiving services for employment management required going to the employment agency or specific staffing employees at the Madrasah, but this is no longer necessary with the introduction of SIMPEG. All

employment data is accessible in the simpeg application, allowing Civil Servants to view it from anywhere and at any moment. Because SIMPEG screens all incoming and outgoing data, and this system always presents the most recent information regarding employment and service security, service accuracy, data or information received or given is unquestionably accurate and in line with the requirements of Civil Servants, with the implementation of SIMPEG, the risk of missing papers is reduced because ID and passwords are required to obtain them, and only certain employees, such as madrasa operators or hiring divisions, have access to them.

Management of Islamic Education is a unit that oversees all aspects of education, including student management, teacher and educational staff management, educational finance management, educational infrastructure management, educational quality management, educational information systems management, and so forth.

SIMPEG is a web-based employment information system that is used to gather staffing data; thus, SIMPEG is indeed very similar to MPI in terms of employment management, which is evaluated and handled in information system management. The exact same holds true for customer satisfaction. Customer satisfaction is an objective that all educational institutions strive for, so MPI places an importance on it that is handled in educational quality management.

The research's conclusions are supported by these data (Syahrizal, 2014) which indicates that employment management information systems have a 76.6% impact on service excellence. This demonstrates the function of the employment management information system in enhancing service quality and increasing customer satisfaction with civil servant administrative services.

Laures J Pasanda (2016) carried out a comparable research at the Office of the Regional Employee Agency for the City of Palopo, where it was asserted that the use of SIMPEG greatly influenced employee performance; from the available data, it was discovered that out of 25 respondents, the outcomes were 79.8%, which according to Sugiono's theory was in the good category.

CONCLUSION

The implementation of the Employment Management Information System (SIMPEG) at Public Madrasah Tsanawiyah all through the City of Bandung is deemed quite excellent because, according to the computations, the average value is 4.3 and is in the range of values from 3.6 to 4.5, which signifies high.

Customer satisfaction with Civil Servant Management Services at Public Madrasah Tsanawiyah all through the City of Bandung is regarded quite high. Since the statistical computations yield a total average value of 4.05 and are in the range of values from 3.6 to 4.5, indicating high. Kotler's theory, which states that the greater the level of service in an institution, the higher the level of happiness received by consumers, is the theory that encourages satisfaction.

There is a strong connection between the implementation of the Employment Management Information System (SIMPEG) and customer satisfaction with Civil Servant Administration Services. The findings of the computations performed by the correlation coefficient analysis received are 0.442. This indicates that the connection between these two variables is moderate, as they belong into the $0.40 - 0.599 =$ Medium category. As a result, it is possible to infer that the connection between the use of the employment management information system (SIMPEG) and customer satisfaction with administrative services for Civil Servants at MTsN across the whole of Bandung City is relatively important. By searching at the Pearson correlation, which is 0.442 without considering the negative symbol (-) in this number, the employment management information system (SIMPEG) with customer satisfaction concerning Civil Servant administration services contributes to a favorable characteristic. In the understanding that the two variables X and Y are unidirectional, those which imply that the better the implementation of the employment management information system (SIMPEG), the better the administrative services for Civil Servants, resulting in their's satisfaction. The coefficient of determination (R square) is therefore 0.295. This implies

that the variable of the implementation of the employment management information system (SIMPEG) contributes 29.5% to customer satisfaction with civil servant administrative services, while the remaining 71.5% is affected by variables outside of this research.

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