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# Effect of Competence, Communication and Job Stress Towards Service Quality PT. Sukses Motor Globalindo

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## Abstract

PT. Sukses Motor Globalindo is an official dealer of Honda H1, H2, H3. The problems in the company were the quality of employee services were less spry, certainty in getting services was lacking, the ease of choosing the desired unit has not been fulfilled. The problems of employee's competence were lack of support for solving the problems and solutions, lack of initiative on every job. The problem of communication was the information conveyed by the leader was not precisely addressed to whom, did not understand the flow of conversation and organizational culture. The problem of job stress were the employees got pressure into stress causing the employees to become uncomfortable and affect the quality of employee services to internal and external parties. The research method used was the quantitative descriptive, the nature of research was the explanatory research. Population of 50 respondents, using saturated sampling 30 respondents tested the validity and reliability of PT. Buana Jaya Lestari. The result of determination coefficient test obtained Adjusted R Square of 0,464, this means that competence, communication and job stress affect to the quality of service with a level of 46.4%, while the remaining 53.6% were other factors such as infrastructure, reliability and responsiveness.

*Keywords: Competence, Communication, Job stress, and Services Quality*

## 1. Introduction

A rapid development company due to the support and encouragement of its human resources. In human resource management, service quality is a matter of giving satisfaction to customers, service with good quality can provide good satisfaction for customers, so that customers can feel more cared about their existence by the company. Poor service quality will have an uncomfortable effect on consumers, and if the company has bad service, the quantity of the company will also decrease in the eyes of customers. Competence is an ability possessed by an individual who has a selling value and it is applied from the results of creativity and innovation produced. Without a qualified workforce or employees, it is impossible for organizational goals to be achieved properly.

Communication is a process whose role is very important because the communication that occurs within an organization will also affect organizational activities such as work efficiency, employee satisfaction and others. Job stress is the inability to overcome the threats faced by mental, physical, emotional and spiritual humans which at one time can affect human physical health.

## 2. Literature Review

The problem of employee service quality is that the quality of service provided to consumers is not appropriate, employees are not yet reliable in providing services, employees are not responsive and fast in processing, certainty to get service is not as expected. Employee competency problems where the ability of employees to work knowledge is still lacking, technical skills are lacking, the ability to solve problems that arise and solutions, lack of initiative and are less friendly in responding to customer complaints. Employee communication problems are unclear information, information received / obtained is often not accurate to who needs it, communication is difficult for the interlocutor to understand, lack of understanding of the flow of conversation, and lack of employee culture. Job stress problems due to the narrow shape of the office building make employees uncomfortable working, reports on time and data must be in line with superiors' expectations, the workload is too much.

## 3. Methodology

This research was conducted at PT. Sukses Motor Globalindo (Honda Showroom), Jl. Ngumban Surbakti No. 1-3, Ex. Sempakata, Kec. Medan Selayang, Medan City. Timing and research were conducted from November 2019 and is expected to be completed until June 2020. This research using saturated sampling. The sampling technique is when all members of the population are used as samples. For the validation test obtained from 30 respondents drawn from similar companies, namely PT. Buana Jaya Lestari (Honda Showroom) Jl. Medan - Binjai No.11 RW.2 Kel. Paya Geli Kec. Medan Sunggal Kab. Deliserdang. In this research the collection technique the data used are as follows, interview, questionare, and documentation study
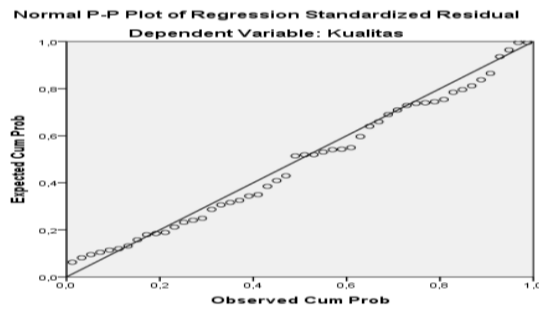
## 4. Result and Discussion

**Classic Assumption Test**
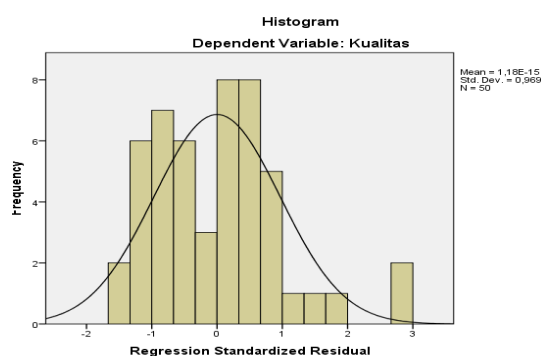


**Figure 1. The test results of the Histogram Graph**

The image shows that the bell shape line does not deviate to the left or right, so it can be said that the test data is normally distributed.

Figure 2. The test results of the Probability Plot Graph

You can see the data is scattered around the line diagonally, most of the spread of data is close to the diagonal line, thus the data is said to be normally distributed.

**Multicollinearity Test**

**Table 1. Coefficients[a]**

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | Competence | ,356 | 2,810 |
| | Communication | ,995 | 1,005 |
| | Stress | ,356 | 2,809 |

The tolerance value for the competency variable is 0.356, communication is 0.995 and job stress is 0.356, which is above 0.10. The VIF value of the competency variable = 2.810, communication = 1.005 and job stress = 2.809 were below 10. So that the multicollinearity test results showed that there was no correlation between the independent variables.

**Heteroscedasticity Test**
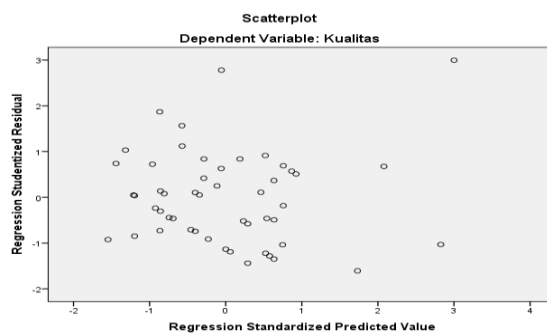

Figure 3. Scatterplot graph

The Scatterplot graph shows that the points of irregular distribution of the pattern can be above or below the zero (0) on the Y axis, the pattern is not collected in one place, so that the Scatterplot graph can be concluded that heteroscedasticity does not occur.

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**Research model (Multiple Linear Regression Test)**

### Table 2. Multiple Liner Regression Test

| Model | | Unstandardized Coeffcients | | Standardized Coeffcients |
|---|---|---|---|---|
| | | **B** | **Std. Error** | **Beta** |
| 1 | (Constant) | **4,925** | 4,221 | |
| | Competence | **,264** | ,127 | ,365 |
| | Communication | **,799** | ,128 | ,656 |
| | Job stress | **-,133** | ,106 | -,220 |

Quality of service = 4,925 + 0,264
Competence + 0.799 Communication - 0.133
Job stress + 5%

1. A constant of 4,925 states that if competence, communication and job stress are absent, the service quality is 4,925 units.
2. Competency regression coefficient of
   0.264 and has a positive value, this means that every 1 unit increase in competence will improve service quality by 0.264 units with the assumption that other variables are constant.
3. The communication regression coefficient of
   0.799 and has a positive value, this means that every 1 unit increase in communication will increase the quality of service by 0.799 units assuming the other variables are constant.
4. The regression coefficient for job stress is -
   0.133 and has a negative value, this means that every 1-unit reduction in job stress will reduce the quality of service by -0.133 units with the assumption that the other variables are constant.

**Coefficient of Determination ($R^2$)**

### Table 3. Coefficient of Determination

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,705[a] | ,497 | **,464** | 2,396 |

a. Predictors: (Constant), Stress, Communication, Competence
b. Dependent Variable: Quality of Service

The coefficient of determination test results Adjusted R square value of 0.464, this means that 46.4% is obtained from variations in the dependent variable of service quality which can be explained by variations in the independent variables of competence, communication and job stress while the rest is 53.6% (100% - 46, 4%) can be explained by other variables such as infrastructure, reliability, and responsiveness.

**Testing the F Test (Simultaneous Test)**

**Table 4. Simultaneous Test**

| | Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| | Regression | 260,734 | 3 | 86,911 | **15,135** | ,000[b] |
| 1 | Residual | 264,146 | 46 | 5,742 | | |
| | Total | 524,880 | 49 | | | |

F test (simultaneous test) obtained the value of F value
15.135 > F-table 3.20 with a significance level of probability of 0.000 < 0.05.
So, Ha is accepted, and Ho is rejected, meaning that competence, communication and job stress simultaneously have a positive and significant effect on service quality.

**Testing T Test (Partial Test)**

**Table 5. Partial Test**

| | Model | Unstandardized Coeffcients | | Standardized Coeffcients | t | Sig |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| | (Constant) | **4,925** | 4,221 | | 1,167 | ,249 |
| 1 | Competence | **,264** | ,127 | ,365 | **2,081** | ,043 |
| | Communication | **,799** | ,128 | ,656 | **6,261** | ,000 |
| | Job stress | **-,133** | ,106 | -,220 | **-1,257** | ,215 |

1. Based on the partial t test, the competency value of t value 2.081 > t-table is obtained 1.67793 and a significant value of 0.043 less than 0.05. Then H1 is accepted and H0 is rejected, meaning that competency partially has a positive and significant effect on the service quality of PT. Sukses Motor Globalindo, thus the H1 hypothesis is accepted.
2. Based on the partial t test obtained communication value t value 6.261 > t-table 1.67793 and a significant value of 0.000 less than 0.05. then H2 is accepted and rejects H0. it means that communication partially has a positive and significant effect on the service quality of PT. Sukses Motor Globalindo, thus the H2 hypothesis is accepted.
3. Based on the partial t test obtained the value of job stress t value -1.257 < t-table 1.67793 and a significant value of 0.215 greater than 0.05. Then H0 is accepted and H3 is rejected, which means job stress partially negative and significant to the quality of service

PT. Sukses Motor Globalindo, thus the H3 hypothesis is rejected.

**The influence of competence on service quality**

Based on the partial t test, the competency value of t count 2.081> t table 1.67793 and a significant value of more than 0.043 smaller than 0.05. Then H1 is accepted and H0 is rejected, it means that partially competence has a positive and significant effect on the quality of service of PT.

Sukses Motor Globalindo, thus the H1 hypothesis is accepted. This is in accordance with the research hypothesis at the beginning of the study.

From the results of this study are in accordance with the results of research by Rachmat Sobari (2018), entitled "The Influence of Competence and Work Motivation on Service Quality of Population and Civil Registry Services in Bogor City", that the simultaneous test results have a positive and significant influence on competence and motivation together. same for service quality.

According to Sianipar in Sundarso (2014: 43), "To become a professional in providing services to the needs of others, employees must have the ability and knowledge of their respective areas of duty". From the results of the answers to the 6 questions given to the respondents, on average, the majority of respondents answered competency score of 4 (36%) meaning that competence is very capable of influencing service quality. With the competencies possessed by each employee of the company can provide good service to customers.

**Effect of communication on service quality**

Based on the partial t test obtained communication value t value 6.261 > t-table 1.67793 and a significant value of more than 0.000 smaller than 0.05. then H2 is accepted and rejects H0. means communication partial positive and significant effect on service quality PT. Sukses Motor Globalindo, thus the H2 hypothesis is accepted. This is in accordance with the research hypothesis at the beginning of the study.

The results of this study are also supported by the results of Sunarto's (2008) research, entitled "The Influence of Communication and Work Motivation of the Apparatus on the Quality of Land Certificate Services", that the results of this study indicate that the communication variable significantly affects the quality of land certificate services. The higher / better the communication is, the higher / better the quality of service provided and vice versa.

According to Soetopo (2010: 189), "Communication will provide and receive information to influence others, help others (eg customers), solve problems, make decisions and evaluate behavior effectively". From the results of the answers to 10 questions given to respondents, the average majority of respondents answered communication value 3 (76.4%) means that communication has an effect on service quality. For this reason, companies must be able to establish communication relationships between employees and customers in improving the quality of service to fellow employees and customers. With well-established communication will make employees and customers feel satisfied with the quality of service provided so that they will become loyal.

**The effect of job stress on service quality**

Based on the partial t test obtained the value of job stress t value -1.257 < t-table 1.67793 and a significant value of more than 0.215 greater than 0.05. Then H0 is accepted and H3 is rejected, it means that job stress partially has a negative and significant effect on the quality of service of PT. Sukses Motor Globalindo, thus hypothesis H3 is rejected. This is not in accordance with the researcher's hypothesis at the beginning of the study.

The results of this study are also supported by the results of Suharyoko's (2017) research, entitled "The Role of Organizational Commitment in Mediating the Effects of Job Stress, LMX and Perceptions of Organizational Support on Service Quality", that the results of the study indicate that job stress variables have a negative and significant effect on service quality. . This means that job

stress experienced by employees can affect their desire for togetherness between the goals and values of the individual and the organization.

According to Yuniarsih and Suwatno (2009: 108), "Too much stress affects an individual's ability to deal with the environment, so that various kinds of stress symptoms develop that can interfere with work performance". From the results of the answers to the 6 questions given to the respondents, the majority of respondents answered job stress score of 4 (45.3%), that is, job stress is very capable of affecting the quality of service both internally (all employees) and externally (customers). For this reason, the company must be able to make employees who work comfortable at work. Employees are comfortable working if the workload is done according to their expertise, communication runs smoothly, there is a career path for employees and wages are in accordance with the duties and responsibilities assigned to them.

## 5. Conclusion

Partial testing (t test) obtained competency value t value 2.081 > t-table 1.67793 and a significant value of 0.043 less than 0.05. Then H1 is accepted and H0 is rejected, meaning that competency partially has a positive and significant effect on service quality PT. Sukses Motor Globalindo, thus the H1 hypothesis is accepted. This is in accordance with the research hypothesis at the beginning of the study.

Partial testing (t test) obtained communication value t value 6.261 > t-table 1.67793 and a significant value of 0.000 less than 0.05. then H2 is accepted and rejects H0. it means that communication partially has a positive and significant effect on the service quality of PT. Sukses Motor Globalindo, thus the H2 hypothesis is accepted. This is in accordance with the research hypothesis at the beginning of the study.

Partial testing (t test) obtained the value of job stress t value -1.257 < t-table 1.67793 and a significant value of 0.215 greater than 0.05. Then H0 is accepted and H3 is rejected, it means that partially job stress has a negative and significant effect on the service quality of PT. Sukses Motor Globalindo, thus the H3 hypothesis is rejected. This is not in accordance with the research hypothesis at the beginning of the study.

Simultaneous testing (F test) of competence, communication and job stress obtained the value of F value 15.135 > F-table 3.20 with a significance probability level of 0.000 < 0.05. So, Ha is accepted, and Ho is rejected, meaning that competence, communication and job stress simultaneously have a positive and significant effect on service quality. The coefficient of determination test results Adjusted R square value of 0.464, this means that 46.4% is obtained from variations in the dependent variable of service quality which can be explained by variations in the independent variables of competence, communication and job stress while the remaining is 53.6% (100% - 46, 4%) can be explained by other variables such as infrastructure, reliability, and responsiveness.

From this research it is found that the variable that most influences the quality of service (Y) is communication variable (X2) can be seen from t value = 6.261 then followed by the competency variable (X1) t-value = 2.081 and variable job stress (X3) t value = -1,257.

PT. Sukses Motor Globalindo inside carry out its operational activities to pay more attention to good communication indicators in the order that must be improved, namely: accuracy, culture, context, clarity and flow.

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