

Pengaruh kepuasan kerja pegawai terhadap kualitas pelayanan Museum Seni Rupa dan Keramik = Influence of job satisfaction offices to service quality of the fine art and ceramic museum

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Abstrak

Penelitian Pengaruh Kepuasan Kerja Pegawai Terhadap Kualitas Pelayanan Museum Seni Rupa dan Keramik telah dilaksanakan mulai bulan September 2004 sampai dengan Desember 2004. Penelitian ini merupakan penelitian deskriptif kuantitatif yang dilakukan untuk mengetahui apakah kepuasan kerja pegawai mempengaruhi kualitas pelayanan Museum Seni Rupa dan Keramik. Kepuasan kerja diukur berdasarkan persepsi pegawai tentang kepuasan kerja di Museum Seni Rupa dan Keramik pengukuran dilakukan melalui pengembangan konsep Job Descriptive Index (JDI) dengan Dimensi : Hubungan dengan Rekan Kerja; Pengawasan Pimpinan; Kepuasan Atas Hasil Kerja; Promosi Jabatan; dan Kepuasan Atas Gaji dan Tunjangan. Selanjutnya data kualitatif tentang Kepuasan Kerja dikonversikan menjadi data kuantitatif sehingga tingkat kepuasan Kerja Pegawai dapat diukur. Sedangkan Kualitas Pelayanan Museum Seni Rupa dan Keramik diukur berdasarkan persepsi para pengunjung Museum Seni Rupa dan Keramik terhadap pelayanan yang diterima setelah mengunjungi Museum Seni Rupa dan Keramik. Instrumen penelitian berupa kuesioner dikembangkan berdasarkan konsep Service Quality (ServQual) dengan Dimensi : Tangibility, Reliability, Responsiveness; Assurance; dan Empathy. Selanjutnya data kualitatif tentang Kualitas Pelayanan Museum dikonversikan menjadi data kuantitatif sehingga tingkat kualitas pelayanan museum dapat diukur. Dan data yang diperoleh dilakukan analisis validitas, reliabilitas menggunakan program Statistical Program for Social Science versi, 11.00 { SPSS.11.00).

Hasil penelitian menunjukkan bahwa dari 25 indikator variabel yang digunakan, hanya 21 indikator yang valid dan reliabel untuk dianalisis lebih lanjut. Selanjutnya diperoleh hasil tingkat kepuasan, berdasarkan skor terbanyak yang dipilih responden untuk tingkat kepuasan kerja pegawai berada pada tingkat Puas. Sedangkan tingkat kualitas pelayanan museum berdasarkan skor terbanyak yang dipilih responden berada pada tingkat Baik Dari pengolahan dan penghitungan data dengan menggunakan statistik Non-Parametrik didapatkan hasil bahwa $t_{hitung} > t_{tabel}$ yaitu $2,773 > 2,042$ berarti dapat disimpulkan bahwa pengaruh kepuasan kerja terhadap kualitas pelayanan positif dan cukup signifikan. Data kuantitatif lainnya didapatkan nilai koefisien korelasi sebesar 0,435; koefisien determinasi sebesar 0,189 berdasarkan hasil tersebut kontribusi Kepuasan Kerja Pegawai terhadap Kualitas Pelayanan adalah sebesar 18,9 %. Sedangkan 81,1 % dipengaruhi oleh variabel - variabel lain yang tidak diteliti. Berdasarkan pada hasil penelitian ini, disarankan agar pengelola Museum Seni Rupa dan Keramik lebih memperhatikan dan meningkatkan kesejahteraan pegawai agar kepuasan kerja pegawai dapat ditingkatkan sehingga pada akhirnya akan dapat meningkatkan kualitas pelayanan Museum Seni Rupa dan Keramik.

Research influence of Job Satisfaction Officer to Service Quality of The Fine Art and Ceramic Museum have been executed start from September 2004 until December 2004. This research represent quantitative descriptive research which conducted to know if job satisfaction officer influence service quality of The Fine Art and Ceramic Museum Job Satisfaction measured pursuant to perception of officer

about job satisfaction at the Fine Art and Ceramic Museum, measurement through development of concept of Job Descriptive Index (JDI) with Dimension: Relation with Friend Job; Observation Of Head; Satisfaction To The Result Of Job; Occupation Promote; and Satisfaction Of Salary. Hereinafter qualitative data about Job Satisfaction converted to become quantitative data so that amount of job satisfaction officer can be measured. While service quality of Fine Art and Ceramic Museum measured pursuant to perception from visitor of Fine Art and Ceramic Museum to service they accepted after visiting Fine Art and Ceramic Museum. Research instrument in the form of questioner developed pursuant to concept of Service Quality (Servqual) with Dimensions are : Tangibility; Reliability; Responsiveness; Assurance; and Empathy. Hereinafter qualitative data about Service Quality of Museum converted to become quantitative data so that level the service quality of museum can be measured. From obtained to be validity and reliability data analyze, processed by the computer program of Statistical Program for Social Science version 11.0 {SPSS.11.0 }.

The result of validity and reliability test indicated that from 25 variable indicators, only 21 valid and reliable indicators to be analyzed furthermore. Obtained by result of satisfaction level, pursuant to score a lot selected by respondent for the level of job satisfaction of officer reside at satisfied level. White level of service quality of museum pursuant to score a lot selected by respondent reside at whether level. Processing and enumeration of data by using a statistic of non-parametric got result of that $t \text{ count} > \text{ of } t \text{ table}$ or $2,773 > 2,042$ its meaning can be concluded that influence of job satisfaction to service quality positive and significant. Other quantitative data are correlation coefficient value equal to 0,435; coefficient of determination equal to 0,189 pursuant to the result, contribution job satisfaction officer to service quality is equal to 18,9%. While 81,1% influenced by other variables which do not check in this research. Pursuant to the result of this research, suggested that the management of The Fine Art and Ceramic Museum more paying attention and improving prosperity of officer thereby job satisfaction of officer can be improved so that in the end will be able to improve the service quality of The Fine Art and Ceramic Museum.