The Influence Of Total Quality Management And Service Innovation On The Quality Of Skkh-Skphh Service Department Of Food Security And Livestock, Kediri Regency

Arum Dyantari, Ahsin Daroini
Postgraduate, Islamic Kadiri University, Kediri, Indonesia
Correspondece Email : arumdian78@gmail.com

Abstract

This research aimed to know the influence of total quality management and service innovation on service quality at Dinas Ketahanan Pangan and Peternakan Kabupaten Kediri. This research is quantitative. The method used in this research were interviews, questionnaires, and library studies. The populations in this research were 36 respondents and the samples used in this research were also 36 respondents. The sampling technique used was census sampling. The sample in this research consisted of two types of respondents, namely 36 employees and 36 customers. The data analysis method used was multiple linear regression. This technique is used to determine the influence of total quality management (TQM) and discipline to service quality. The result showed that total quality management (TQM) and service innovation have a significant influence either simultaneously or partially on the quality of service at Dinas Ketahanan Pangan and Peternakan Kabupaten Kediri. So the hypothesis could be acceptable. The variable most dominant influence is the service innovation.
Keywords: Total Quality Management (TQM), Service Innovation, Quality Service

Introduction

Service is one of the most important factors in economic competitiveness. This is because services are almost used in all economic interactions, both directly and indirectly (Rahmadana et al., 2020). In addition, the increasing intensity of global and domestic competition, changing preferences and behavior of customers, as well as the information technology revolution are among the many factors that have pushed business and non-business organizations to shift their focus towards being customer oriented.

This indirectly causes consumers to become more aware of the importance of value (value conscious) in asking for high-quality products and services (Ayu, 2022). Such circumstances certainly have an impact on increasingly fierce competition. To be able to survive and succeed in such an environment, companies must create value for consumers in the form of quality products and services and services, so that agencies or companies also obtain value (Anugerah & Suryanawa, 2019). Service is needed by every human being, it can also be said that service cannot be separated in human life. Service is a problem solving between humans as consumers and companies as providers or service providers

(Rangkuti, 2017). For service companies in general, the services provided to consumers are the best in the hope of creating customer satisfaction (Semil, 2018)

To obtain optimal quality, one that is often used by companies is to use TQM (Total Quality Management) as a competitive innovation strategy. The reason is the approach used by TQM (Total Quality Management) with other approaches in running a business. The approach of TQM (Total Quality Management) is the components of TQM Total Quality Management) itself, one of which is continuous system improvement or continuous improvement to obtain optimal quality as expected by consumers (Yasin, 2021). Services are no exception, in order to get optimal service quality innovation or continuous improvement is needed to meet consumer needs and demands (Siregar, 2018).

TQM (Total Quality Management) is often used by agencies or companies because it has characteristics that focus on quality and customer satisfaction by involving the entire company structure. TQM (Total Quality Management) is an approach in running a business to maximize organizational competitiveness through continuous

improvement in products, services, people, processes and the environment (Ross, 2017).

Over the past few years there have been many studies on TQM (Total Quality Management) from various aspects because many companies have implemented TQM (Total Quality Management) as research conducted by (Rahayuningsih et al., 2018) which proves that TQM (Total Quality Management)) has a strong positive influence and impact on service quality and service innovation. However, on the other hand there is research conducted by (Putra, 2022) saying that there is still an insignificant effect and shows poor performance from TQM (Total Quality Management) on managerial performance.

There are several factors that cause TQM (Total Quality Management) to be less successful when implemented by companies or agencies, including: first, delegation and poor leadership from senior management. Initiatives for continuous quality improvement should start from the management where they must be directly involved in its implementation. If the responsibility is delegated to other parties (eg to experts who are paid) then the chances of failure are very large. Second, there is a lack of understanding of each other's roles from both employees and supervisors and there is no cultural change in the company so teamwork is less successful and results in new problems not solving problems. Third, organizations that develop quality initiatives without concurrently developing plans to incorporate them into all elements of the organization (eg operations, marketing, etc.).

The development of the initiative should also involve managers, unions, suppliers, and other fields because the business includes thinking about structure, rewards, skills development, education and awareness. Fourth, the application of the concept that is not appropriate to the situation and condition of the company. Fifth, companies want fast changes in employees, this is unrealistic because quality improvement takes quite a long time to get the desired criteria. Sixth, there are no clear goals and objectives in the company, resulting in ignorance of employees in carrying out their duties (Dakael & Ralahallo, 2017).

Research Methodology

Based on the background and formulation of the problem, the research design used is included in explanatory research, namely research that aims to examine the relationship between variables with other variables. This type of research is a quantitative research with the method of path analysis (path analysis), where in this study the aim is to determine the magnitude of the influence of the independent variables on the dependent variable directly or indirectly. In this study, we wanted to know the effect of Total Quality Management, Service Innovation and Service Quality in the Food Security and Animal Husbandry Office of Kediri Regency. This research was conducted by distributing questionnaires to employees at the Food Security and Livestock Service Office of Kediri Regency. The time of the research was carried out with a period of approximately 3 months, starting from March to May 2023.

The research variable is the object of research or what is the focus of attention in a research. While variables are symptoms that are the object of research or what is the center of attention of a study. The independent variables in this study are Total Quality Management (X1) and Service Innovation (X2). While the dependent variable in this study is Service Quality (Y). This study uses a Likert measurement scale. The population in the study is a collection of individuals or objects which are general characteristics and the population is the whole object of the research. The population in this study were all SKKH and SKKPH service users and employees of the Kediri Regency Food Security and Livestock Service Office. The sample was part or representative of the population studied. The sampling technique used in this study used the population or census method which used the entire population of service users. There are 36 SKKH and SKKPH of the Food Security and Livestock Service Office of the Kediri Regency, consisting of employees and service users.

The sample collection method used is a questionnaire, which is a method of collecting data from Total Quality Management, Service Innovation and Service Quality of SKKH and SKKPH service users

from the Food Security and Livestock Service Office of Kediri Regency in writing which is obtained by submitting a list of questions to the user. services for users of SKKH and SKKPH services for the Food Security and Livestock Service Office of Kediri Regency. The analytical method used in this study uses the SPSS (Statistical Package for Social Sciences) version 22.0. the data analysis method used is multiple linear regression method.

Results And Discussion

This research was conducted at the Department of Food Security and Animal Husbandry, Kediri Regency. The consideration of choosing this location is because of the ease in the process of collecting data for research purposes. Certificate of Animal Health (SKKH) is a certificate of origin certifying compliance

with animal health requirements authorized in the local Regency/City for one of the requirements for animal/livestock traffic. Meanwhile, a Certificate of Animal Product Health (SKPH) is a certificate stating compliance with the health requirements for food products of animal origin issued by an authorized veterinarian in the local Regency/City for one of the requirements for animal product traffic.

The t statistical test basically shows how far the influence of the independent variables individually explains the dependent variable. The t test is done by comparing t count with t table. If the t count > t table means that there is a significant influence between the independent variables on the dependent variable, or it could be with a significance below 0.05 which states that an independent variable individually affects the dependent variable.

Table 1. Statistical Test Results T

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	30.889	14.330		2.155	.039
TQM	.258	.122	.310	2.118	.042
INOVASI	.723	.248	.427	2.915	.006

Source : Process data, 2023

Looking at the output of the SPSS results of the coefficients on the t-test in table 4.18 and comparing tcount with ttable of 2.03452 obtained from table t with df = n-k (36-3), namely 33 and alpha 0.05.

From the results in the table above, the Total Quality Management (TQM) variable has a direct influence level of 0.042 and the tcount shows a value of 2.118. This means that the direct effect value is less than the probability value of 0.05 (0.042 <0.05) and tcount is greater than ttable (2.118>2.0345), then H01 is rejected and Ha1 is accepted. So it can be concluded that the Total Quality Management (TQM) variable has a significant influence on the service quality variable. These results indicate that if a good TQM method is used, it will improve the quality of agency services.

The service innovation variable has a direct influence level of 0.006. This means that the significance value is less than the probability value of 0.05 (0.006<0.05) and

tcount is greater than ttable (2.915>2.03452). Then H02 is rejected and Ha2 is accepted. So it can be said that the service innovation variable has a significant influence on the service quality variable. These results indicate that service innovation can change an old culture as an effort to increase one's awareness and willingness to develop towards all company regulations and phenomena that develop and apply.

The F test shows whether all the independent or independent variables included in the model have a joint effect on the dependent or dependent variable to make a decision on the hypothesis being accepted or rejected by comparing the significance level (alpha) of 5% (0.05). If the probability F value is less than alpha 0.05 and has a Fcount value greater than Ftable, then the regression in this study is feasible and means that the independent variables jointly have an influence on the dependent variable.

Table 2. F Test Results
ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	575.833	2	287.916	6.883	.003ᵇ
Residual	1380.355	33	41.829		
Total	1956.187	35			

Dependent Variable: KP
Predictors: (Constant), INOVASI, TQM
Source : Process data, 2023

Shows that the calculated F value is 6.883. This value is greater than the F table of 3.28 with a probability of 0.003 which is less than 0.05 (0.003 <0.05). The value of Fcount >Ftable is obtained by looking at table F for degrees df1=k-1 (3-1) and df2=n-k (36-3) at alpha 0.05. Thus obtained Fcount > Ftable (6.883> 3.28). Then H03 is rejected and Ha3 is accepted. So it can be concluded that there is an influence of the Total Quality Management variable and service innovation on service quality.

The coefficient of determination test is carried out to find out how far the

ability of the independent variable is to explain the dependent variable. The value of the coefficient of determination is between zero and one. A value close to one means that the independent variable provides almost all the information needed to predict the dependent variable (Ghozali, 2013). However, the use of the coefficient of determination has the disadvantage of being biased towards the number of independent variables included in the model, for each additional one independent variable, then R2 must increase. Therefore, many researchers recommend using the Adjusted R2 value.

Table 3. Determination Coefficient Test Results
Model Summaryᵇ

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate	Durbin-Watson
1	.543ᵃ	.294	.252	6.468	1.442

a. Predictors: (Constant), INOVASI, TQM
b. Dependent Variable: KP
Source : Process data, 2023

Based on the table above, it can be seen that the coefficient of determination (R2) is 0.294, which means 0.294 of the dependent variable (service quality) can be explained by the independent variables (TQM and Work Innovation). While the remaining 0.748 or 74.8% is explained by other variables outside this study. And the Adjusted R2 value is 0.252. Above it can be seen that the coefficient of determination (R2) is 0.294 which means 0.294 the dependent variable (service quality) can be explained by the independent variables (TQM and Work Innovation). While the remaining 0.748 or 74.8% is explained by

other variables outside this study. And the value of Adjusted R2 is 0.252.

Conclusion
This technique is used to determine the influence of total quality management (TQM) and discipline to service quality. The result showed that total quality management (TQM) and service innovation have a significant influence either simultaneously or partially on the quality of service at Dinas Ketahanan Pangan and Peternakan Kabupaten Kediri. So the hypothesis could be acceptable. The variable most dominant influence is the service innovation.

Refrences

Agustina, E. (2019). Pelaksanaan Pelayanan Publik Berkualitas Bagi Masyarakat. *Jurnal Literasi Hukum, 3*(2), 10.

Anugerah, K. H. G., & Suryanawa, I. K. (2019). Pengaruh leverage dan ukuran perusaaan pada nilai perusahaan. *E-Jurnal Akuntansi, 26*(3), 2324–2352.

Ayu, A. R. P. (2022). *Pengaruh Kepuasan Pelanggan, Nilai yang Dirasakan, dan Kualitas Hubungan terhadap Keterikatan Pelanggan Best Western Papilio Surabaya di Era New Normall.* Universitas Hayam Wuruk Perbanas Surabaya.

Cahyadi, R. (2016). Inovasi kualitas pelayanan publik pemerintah daerah. *Fiat Justicia Jurnal Ilmu Hukum Fakultas Hukum Universitas Lampung, 10*(3), 569–586.

Dakael, J., & Ralahallo, F. N. (2017). Analisis Kendala-Kendala Potensial dalam Penerapan Total Quality Service Pada Hotel-Hotel di Kota Ambon. *Jurnal Manis, 1*(1), 10–17.

Darma, B. (2021). *Statistika Penelitian Menggunakan SPSS (Uji Validitas, Uji Reliabilitas, Regresi Linier Sederhana, Regresi Linier Berganda, Uji t, Uji F, R2).* Guepedia.

Diza, F., Moniharapon, S., & Imelda, W. J. (2016). Pengaruh kualitas pelayanan, kualitas produk dan kepercayaan terhadap kepuasan konsumen (studi pada pt. fifgroup cabang manado). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi, 4*(1).

Essop, G. B. (2015). Total Quality Management (TQM) as a business philosophy. *Commonwealth Youth and Development, 13*(2), 143–152.

Febrian, W. D., Ardista, R., Kutoyo, M. S., Suryana, Y., Febrina, W., Kusnadi, K., Suryawan, R. F., Purba, T. Y. B., Sudiarti, S., & Libriantono, B. (2022). *Manajemen Sumber daya manusia.*

Gunawan, C. (2019). *Regresi Linear: Tutorial SPSS Lengkap.*

Hanoum, F. C., Kosasih, F. G., & Safariningsih, R. T. H. (2022). Penerapan Total Quality Management (TQM) dalam Meningkatkan Kualitas Pelayanan Rumah Sakit. *Reslaj: Religion Education Social Laa Roiba Journal, 4*(3), 804–815.

Hardiyansyah, H. (2018). *Kualitas Pelayanan Publik: Konsep, Dimensi, Indikator dan Implementasinya.* Gava Media.

Hidayat, A. A. (2021). *Menyusun Instrumen Penelitian & Uji Validitas-Reliabilitas.* Health Books Publishing.

Janna, N. M., & Herianto, H. (2021). *Konsep uji validitas dan reliabilitas dengan menggunakan spss.*

Juliandi, A. (2018). Structural Equation Model Partial Least Square (SEM-PLS) dengan SmartPLS. *Batam: Universitas Batam.*

Kiran, D. R. (2016). *Total quality management: Key concepts and case studies.* Butterworth-Heinemann.

Mochammad, R. (2019). Inovasi Pelayanan Publik. *KEMUDI: Jurnal Ilmu Pemerintahan, 4*(1), 1–20.

Muharam, R. S. (2019). Inovasi Pelayanan Publik Dalam Menghadapi Era Revolusi Industri 4.0 Di Kota Bandung. *Decision: Jurnal Administrasi Publik, 1*(01), 39–47.

Nugraha, B. (2022). *Pengembangan uji statistik: Implementasi metode regresi linier berganda dengan pertimbangan uji asumsi klasik.* Pradina Pustaka.

Oakland, J. S., Oakland, R. J., & Turner, M. A. (2020). *Total quality management and operational excellence: text with cases.* Routledge.

Oktavia, M., Prasasty, A. T., & Isroyati, I. (2019). Uji Normalitas Gain untuk Pemantapan dan Modul dengan One Group Pre and Post Test. *Simposium Nasional Ilmiah & Call for Paper Unindra (Simponi), 1*(1).

Putra, A. R. (2022). Improving Employee Performance Through The Implementation of Total Quality Management and The Effectiveness of The Remuneration System. *International Journal of Service Science, Management, Engineering, and Technology, 2*(2), 1–5.

Rahayuningsih, R. S., Fajaruddin, S., & Manggalasari, L. C. (2018). The implementation of total quality management in vocational high schools. *Psychology, Evaluation, and Technology in Educational Research, 1*(1), 31–40.

Rahmadana, M. F., Mawati, A. T., Siagian, N., Perangin-angin, M. A., Refelino, J., Tojiri, M. Y., Siagian, V., Nugraha, N.

A., Manullang, S. O., & Silalahi, M. (2020). *Pelayanan Publik*. Yayasan Kita Menulis.

Rangkuti, F. (2017). *Customer care excellence: meningkatkan kinerja perusahaan melalui pelayanan prima plus analisis kasus jasa raharja*. Gramedia Pustaka Utama.

Rinaldi, R. (2012). Analisis kualitas pelayanan publik. *Jurnal Administrasi Publik (Public Administration Journal)*, *2*(1), 22–34.

Ross, J. E. (2017). *Total quality management: Text, cases, and readings*. Routledge.

Sakti, D. P. B., Simamora, R. B., Karim, A., Nurmayanti, S., Alhamidi, E. M. A., Abidin, N., Siregar, B. G., Darsana, I. M., Mitrin, A., & Salijah, E. (2023). *Manajemen sumber daya manusia*. CV. Intelektual Manifes Media.

Sari, D. E. K., Surachman, S., & Ratnawati, K. (2018). Pengaruh Total Quality Management (Tqm) Terhadap Kinerja Karyawan Dengan Mediasi Kepuasan Kerja. *Jurnal Bisnis Dan Manajemen*, *5*(1).

Sellang, K., Sos, S., Jamaluddin, D. R. H., Sos, S., & Ahmad Mustanir, S. I. P. (2022). *Strategi Dalam Peningkatan Kualitas Pelayanan Publik Dimensi, Konsep, Indikator Dan Implementasinya*. Penerbit Qiara Media.

Semil, N. (2018). *Pelayanan prima instansi pemerintah: kajian kritis pada sistem pelayanan publik di Indonesia*. Prenada Media.

Setijaningrum, E. (2017). *Inovasi Kebijakan Pelayanan Publik: Best Practice di lndonesia*. Airlangga University Press (AUP).

Siregar, F. A. (2018). Produktivitas Penerapan Total Quality Management. *Idarah (Jurnal Pendidikan Dan Kependidikan)*, *2*(2), 74–91.

Soraya, T., & Astuti, P. (2019). Inovasi pelayanan administrasi kependudukan secara online di kabupaten pati. *Journal of Politic and Government Studies*, *8*(04), 61–70.

Souza, F. F. de, Corsi, A., Pagani, R. N., Balbinotti, G., & Kovaleski, J. L. (2022). Total quality management 4.0: Adapting quality management to Industry 4.0. *The TQM Journal*, *34*(4), 749–769.

Suyono, S., Purwati, A. A., & Cutan, M. (2020). Peran Kualitas Pelayanan, Total Quality Management dan Promosi Terhadap Kepuasan Pelanggan.

INVEST: Jurnal Inovasi Bisnis Dan Akuntansi, *1*(1), 45–56.

Tjiptono, F. (2022). *SERVICE MANAGEMENT: Mewujudkan Layanan Prima Edisi 4*. Penerbit Andi.

Usmadi, U. (2020). Pengujian persyaratan analisis (Uji homogenitas dan uji normalitas). *Inovasi Pendidikan*, *7*(1).

Wardani, A. K. (2019). Urgensi Inovasi Pelayanan Bidang Administrasi Publik di Era Disrupsi. *Dinamika: Jurnal Ilmiah Ilmu Administrasi Negara*, *6*(2).

Worlu, R. E., & Obi, J. N. (2019). Total quality management practices and organizational performance. *Covenant Journal of Business and Social Sciences*.

Worth, M. J. (2020). *Nonprofit management: Principles and practice*. CQ Press.

Wulandari, W., & Purnomo, E. P. (2019). Collaborative Government dalam Mewujudkan Inovasi Pelayanan. *JIP (Jurnal Ilmu Pemerintahan): Kajian Ilmu Pemerintahan Dan Politik Daerah*, *4*(1), 13–28.

Yasin, I. (2021). Problem Kultural Peningkatan Mutu Pendidikan di Indonesia: Perspektif Total Quality Management. *Ainara Journal (Jurnal Penelitian Dan PKM Bidang Ilmu Pendidikan)*, *2*(3), 239–246.

Yu, G. J., Park, M., & Hong, K. H. (2020). A strategy perspective on total quality management. *Total Quality Management & Business Excellence*, *31*(1–2), 68–81.