

THE EFFECT OF WORK CULTURE AND HUMAN RIGHTS-BASED PUBLIC SERVICES ON VISITOR SATISFACTION IN THE CLASS IIA MUARA PADANG CORRECTIONAL INSTITUTION

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Abstract

Factors that can affect visitor satisfaction are human rights-based work culture and public services. In this study, the author aims to identify and explain the Influence of Work Culture and Human Rights-Based Public Services on Visitor Satisfaction at Muara Padang Class IIA Correctional Institution. This research uses associative quantitative method. The sampling technique in this study using accidental sampling technique. The accidental sampling technique is a technique of determining the sample based on chance. The sample in this study amounted to 100 visitors or visitors who were visiting the Class IIA Muara Padang Correctional Institution. The data collection tool in this study was a questionnaire using a Likert scale measurement. The analysis of this research uses multiple linear regression analysis. The results showed that there was a significant influence between work culture on visitor satisfaction with an R Adjusted Square value of 0.144. Furthermore, in the human rights-based public service variable on visitor satisfaction there is also a significant influence with the R Adjusted Square value of 0.226 and there is a simultaneous significant influence between work culture and human rights-based public services on visitor satisfaction seen from the regression test results. Adjusted R Square value of 0.267. It can be said that there is an influence partially or simultaneously in this study.

Keyword : Work Culture, Human Rights Based Pulic Service, Visitor Satisfaction

Introduction

Work culture is an understanding, attitude and behavior that people apply when carrying out work in an organization agency. The values adopted in implementing a work culture while working can determine the quality of a job performed by a person or group of people. If employees who work in an agency are able to implement a quality work culture, of course it can also improve the quality of public services from the government and local governments.

Demands for change are often addressed to government officials regarding public services provided to the community. One thing that is often still a problem in the relationship between the people and the government in the regions is in the field of public service (public service), especially in terms of the quality of government apparatus service to the community. The main duties of

the state apparatus are reflected in their main duties in the fields of general government, development and services to the community (Zulkifli, 2017).

Based on the above opinion, service with integrity also includes the fulfillment of human rights. The implementation of public services carried out by government officials in various service sectors, especially those concerning the fulfillment of human rights, still faces quite simple but quite complex problems. One of them is a work culture and public services based on Human Rights (HAM) towards visitor satisfaction.

The human rights embraced by Indonesia originate from Pancasila to accommodate the human aspect as an individual being and a social being. The recognition of human rights is principally reflected in the second principle of Pancasila, namely just and civilized humanity. The basic

concept of human rights which is still abstract needs to be described in a more concrete concept, so that it has legal force in its implementation.

In human rights-based public service activities, basic needs are still felt to be not in accordance with the demands and expectations of the community. Public services can be categorized as effective if people find it easy to provide services with short, fast, precise, and satisfying procedures.

Aldri and Muhamad (2012) suggest that consumer or client satisfaction or dissatisfaction can be measured by their positive or negative response to the services they receive. Satisfactory service quality is a reflection of the community's assessment of the overall service based on community perceptions of the services received.

Basically, this study wants to analyze the influence of work culture and human rights-based public services on visitor satisfaction at Muara Padang Class IIA Correctional Institution. Based on preliminary observations made by researchers at the Muara Padang Class IIA Penitentiary under the auspices of the Ministry of Law and Human Rights, several problems were found, such as the provision of facilities for inmates to exceed capacity resulting in a congestion of prisoners, the absence of lactation space at the service post for visitors, allegations of violent acts committed. unscrupulous officers, and there is still a lack of providing good services to inmates or visitors. This is what causes task completion to be ineffective in accordance with the targets and goals that have been set.

From the results of preliminary observations, it can be concluded that there are still visitors who are dissatisfied with officers who provide poor service or are unfriendly and undisciplined. Various complaints and public dissatisfaction with public services show a hope that changes in human resources, especially the performance of government employees, are for the better. To support this change, it is necessary to have standard references imposed by an organization or agency. The standard reference is the employee work culture which systematically guides employees to increase their work commitment to the organization or company.

Based on the description of the problems described above, the authors are interested in conducting research with the topic "The Influence of Work Culture and Human Rights-Based Public Services in Class IIA Muara Padang Correctional Institutions".

Literature Review

1. Work Culture

Moeheriono (2014: 346) says that work culture is a person's perspective accompanied by a mood based on a belief in work.

According to Aldri Frinaldi (2017: 27) Work culture is a visible or invisible basis in a person, seen from the perspective of values and beliefs, understanding how to work, norms, patterns of thought, and behavior of any person or group of people who can help achievement activities organizational goals when accompanied by good leadership, healthy communication, awareness of time, and a fair reward and punishment system.

Triguno in (Aldri Frinaldi, 2017: 24) provides an overview of work culture is a philosophy based on a view of life in the form of values that become traits, habits and driving forces, entrenching in the life of a community group or organization, which is reflected in attitude, becoming behavior, beliefs, ideals, views, and actions.

So, it can be concluded that work culture is the values that originate from the habits, norms and rules that are inherent as a whole in individuals in work or organizational behavior.

2. Public Service

According to Saragih in (Afrial, 2009: 87) Public service is the most important element in improving the quality of social life in any society. Meanwhile, according to Dasman Lanin (2012: 182) the attitude of staff is closely related to the satisfaction and trust of citizens as recipients of public services. So that the performance of an employee affects the public services they provide in the organization they run.

Mahmudi (2005: 229) explains that public service is all service activities carried out by public service providers as an effort to fulfill public needs and implement provisions of laws and regulations.

So, it can be concluded that public service is the provision of services or serving the needs of people or society and/or other organizations that have an interest in that organization, in accordance with the basic rules and procedures determined and aimed at providing satisfaction to service recipients. Services that are implemented effectively and efficiently are a form of the performance of employees in serving the community. So that public services are closely related to the performance of employees in an agency.

3. Human-Rights Based Public Service

Human Rights-Based Public Service is an activity or series of activities in fulfilling service needs in accordance with the provisions of laws and regulations and human rights principles for every citizen and resident for administrative services and / or services provided by the Technical Implementing Unit including services in prisons. (Pasaribu & Briando, 2019).

Human rights based public service assessment criteria are also based on:

- a. Accessibility and availability of facilities, namely an ease in providing services and the availability of facilities that make it easier for service recipients.
- b. Availability of standby officers, namely the readiness of officers in providing services such as being prepared to serve vulnerable groups, and providing health services / psychologists.
- c. Compliance of officials, employees and implementers with service standards in each service sector, namely the obedience of officials / employees / executors in carrying out work in accordance with their main duties and functions in order to achieve organizational goals effectively, efficiently and transparently.

In the Regulation of the Ministry of Law and Human Rights Number 27 of 2018, Article 1 Paragraph 6, namely service standards in human rights-based services, are benchmarks used as guidelines for service delivery and reference for assessing service quality as obligations and promises of administrators to the community in the framework of services that provide services of good quality (quality), providing services in a

short time (fast), providing services that are not difficult / easy (easy), providing services that are accessible (affordable), and measurable.

The Human Rights-Based Public Service Award aims to provide a reference, motivation, and assessment of the performance of public services carried out by UPT for the respect, protection, fulfillment and advancement of human rights.

4. Visitor Satisfaction

Kotler (2005) defines satisfaction as the stage of a person's feelings after comparing between service performance and expectations. Therefore, satisfaction can be seen from one's attitudes and actions which are seen as a result of positive and negative emotional reactions. According to Zeithaml and Bitner in Wood (2009), consumer satisfaction is that consumers who are satisfied with the product / service purchased and used will return to using the product offered. Customer satisfaction is measured by how much consumer expectations about products and services are in accordance with the performance of a product and its expectations.

Aldri and Muhammad (2012) suggest that consumer or client satisfaction or dissatisfaction can be measured by their positive or negative responses about the services they receive, so that creating a response of satisfaction or dissatisfaction among the public can be judged by feelings described as pleasure, happiness, and affection when satisfied, on the other hand they will look annoyed, sullen or tend to show certain signs that show dissatisfaction when they feel dissatisfied (Maharani, 2018).

So it can be concluded, community satisfaction is a level of feeling that arises as a result of service performance in public services obtained by the community after comparing with what is expected.

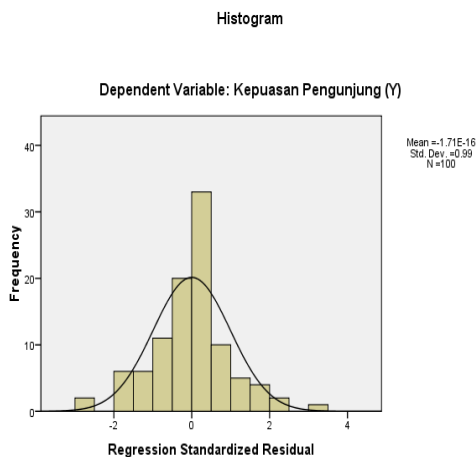
Research Methods

This type of research researchers use quantitative research methods. The location in this study is in the Class IIA Muara Padang Correctional Institution. Operational variables in this study are Work Culture (X1), Human Rights-Based Public Services (X2), and Visitor Satisfaction (Y). The sample in this study

amounted to 100 respondents. By using Insidental Sampling Technique. Insidental sampling technique is a sampling technique based on chance, in which those who happen to meet the researcher can be sampled if they are deemed suitable as data sources. In measuring the research instrument, it was collected through a questionnaire using a Likert scale measurement.

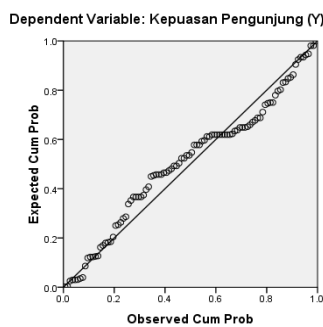
Discussion Result

Based on the results of the normality test that researchers have continued in data processing using SPSS 16, it can be seen in **Figure 1.1** below:



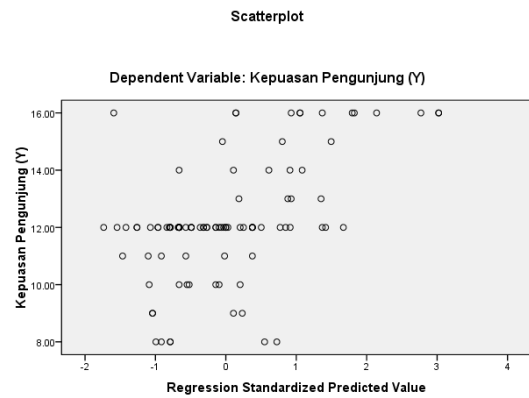
Based on the Figure above, it can be seen that the data in this study are normally distributed, because the data distribution forms a normal curve.

Normal P-P Plot of Regression Standardized Residual



Based on the results of the Linearity Test in **Figure 1.2** above, it can be seen that the dots spread along the diagonal line or along

the diagonal line and there is no extreme spread.



Based on the results of the Heteroscedasticity Test in **Figure 1.3** above, it can be explained that the results of the test show that the dots spread randomly, either above the zero or below the zero on the Y vertical axis and do not form a certain pattern. So it can be concluded that in this study heteroscedasticity did not occur.

Based on the results of the multicollinearity test that the researchers conducted, it can be seen that the VIF value of each variable shows a low multicollinearity level of 1.185. This level is seen from the VIF of each variable is less than 10 and Tolerance > 0.1. So it can be concluded that the regression model does not occur multicollinearity.

Based on the results of the autocorrelation test in this study it is known that the Durbin-Watson value is 1.679, this means that the regression model does not have an autocorrelation problem because if the Durbin-Watson value is between -2 to +2 it means that there is no autocorrelation.

As previously explained, this study aims to determine whether there is an influence of work culture and human rights-based public services on visitor satisfaction at Muara Padang Class IIA Correctional Institution. To answer this research, it can be seen through the results of data processing analysis based on the findings in the field below:

Table 1.1 The Influence of Work Culture Variables on Visitor Satisfaction

Based on the results of the T test (partial) work culture variable (X1) on visitor satisfaction (Y), it can be seen in table 1.1 below:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.391a	.153	.144	1.90878

a. Predictors: (Constant), Work Culture (X1)

b. Dependent Variable: Visitor Satisfaction (Y)

Based on table 1.1 above, it can be understood that the value of R Square is 0.144, meaning that the influence of work culture on visitor satisfaction at the Class IIA Muara Padang Correctional Institution is 14.4%. The remaining 85.6% is influenced by other factors not examined in this study.

Based on the T test (partial) results of human rights-based public service variables (X2) on visitor satisfaction (Y), it can be seen in table 1.2 below:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484a	.234	.226	1,81450

a. Predictors: (Constant), Human Rights Based Public Service (X2)

b. Dependent Variable: Visitor Satisfaction (Y)

Based on table 1.2 above, it can be understood that the value of R Square is 0.226, meaning that the influence of the human rights-based public service variable on visitor satisfaction at the Class IIA Muara Padang Correctional Institution is 22.6%. The remaining 77.4% is influenced by other factors not examined in this study.

Table 1.3 Table Anova Test Results (F) Effect of Work Culture Variables on Visitor Satisfaction

Researchers conducted anova test (F) on work culture variables (X1) on visitor satisfaction, which can be seen in table 1.3 below:

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	64,331	1	64,331	17,657	.000 ^a
Residual	357,059	98	3,643		
Total	421,390	99			

a. Predictors: (Constant), Work Culture (X1)

b. Dependent Variable: Visitor Satisfaction (Y)

Based on Table 1.3 above, it can be seen that the significant value is 0.000, the sig value is smaller than 0.05, it can be concluded that these two variables have a significant effect.

Table 1.4 Anova Test Results (F) The Effect of Human Rights-Based Public Services on Visitor Satisfaction

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	98,735	1	98,735	29,989	.000a
Residual	322,655	98	3,292		
Total	421,390	99			

a. Predictors: (Constant), Human Rights Based Public Service (X2)

b. Dependent Variable: Visitor Satisfaction (Y)

Based on Table 1.4 above, it can be seen that the significant value is 0.000, the sig value is smaller than 0.05. So it can be concluded that there is a significant influence between the two variables.

Table 1.5 Results of the Coefficient of Determination of Variables X1 and X2 Against Y

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.531a	.281	.267	1,76675

a. Predictors: (Constant), Work Culture (X1), Human Rights Based Public Service (X2)

b. Dependent Variable: Visitor Satisfaction (Y)

Based on Table 1.5 above, it can be seen that the value of R Adjusted Square is

0.267, meaning that there is a simultaneous influence on visitor satisfaction, namely 26.7%, the remaining 73.3% is influenced by other factors not examined in this study.

Table 1.6 Anova Test Results Effect of Work Culture (simultaneously) on Visitor Satisfaction in the Class IIA Muara Padang Correctional Institution

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118,614	2	59,307	19,000	.000 ^a
	Residual	302,776	97	3,121		
	Total	421,390	99			

a. Predictors: (Constant), Work Culture (X1), Human Rights Based Public Service (X2)

b. Dependent Variable: Visitor Satisfaction (Y)

Based on Table 1.6 above, the sig value of the ANOVA test results simultaneously is 0.000, which means that there is a significant effect because the test value is smaller than 0.05. It can be concluded that there is an influence from these three variables.

Discussion

The results of the study show that there is a significant effect partially and simultaneously which has been described in the table above. Partially it can be seen that the effect of work culture on visitor satisfaction is 14.4% and the significant value is 0.000. Furthermore, it can be seen that the variable of human rights based public services on visitor satisfaction is 22.6% and the significant value is 0.000. When viewed simultaneously the two variables on visitor satisfaction have an effect of 26.7% and a significant value of 0.000.

By looking at the results of this study, it can be understood that the results of this study also strengthen existing theories, as stated by Triguno in Aldri Frinaldi (2017: 24) work culture is a philosophy based on a view of life in the form of values that become traits, habits and driving force, entrenched in the life of a community group or organization, which is reflected in attitudes, into behavior, beliefs, ideals, views and actions. Based on the theory above, we can know that employee

work culture can affect satisfaction with the service recipient. Because a good work culture in an agency can make the work productivity of employees in an agency can increase the results achieved. Thus, every aspect of work must uphold the values of the organizational culture which have become the basic philosophy of the agency. Because of the organizational culture that will ensure increased visitor satisfaction.

In the Regulation of the Ministry of Law and Human Rights Number 27 of 2018, Article 1 Paragraph 6, namely service standards in human rights-based public services, are benchmarks used as guidelines for service delivery and reference for assessing service quality as obligations and promises of administrators to the community in the framework of providing services. of quality, provide services in a short time, provide services that are not difficult / easy, provide services that are achievable and measurable. According to Dasman Lanin (2012: 182), staff attitudes are closely related to the satisfaction and trust of citizens as recipients of public services. So that the performance of an employee affects the public services they provide in the organization they run. Based on the existing theory, we can see that the quality of public services provided can affect the level of visitor/ community satisfaction. Services that are implemented effectively and efficiently are a form of the performance of employees in serving the community. Providing services or serving the needs of people who have an interest in a related organization is intended to provide satisfaction to service recipients. From the explanation above, it can be concluded that the value of attitude in work is closely related in providing quality services that can satisfy the community.

Conclusion

Based on the results of the research described above, the influence of Human Rights-Based Work Culture and Public Services on Visitor Satisfaction has an Adjust R Square value of 0.267, so that the contribution of Human Rights-Based Work Culture and Public Service to Visitor Satisfaction is 26.7%. At the simultaneous significance level, the effect of work culture and human rights-based

public services on visitor satisfaction at the Class IIA Muara Padang Correctional Institution is 0.000. This shows that the significance is less than 0.05, it can be concluded that H_0 is rejected and H_a is accepted. So it can be concluded that partially or simultaneously there is a significant influence from the variables of work culture and human rights-based public services on visitor satisfaction at the Class IIA Muara Padang Correctional Institution and the truth of the results of this study can be trusted up to 100%.

The researcher realizes that the results of this study still have certain weaknesses, therefore it is hoped that the next researcher will further perfect the deeper research and involve various other variables.

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