The Effect of the Performance of Medan City Cleaning Department Officer on the Satisfaction of Medan Simpang Limon Market Traders

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ABSTRACT

This study aims to determine whether there is an effect of work quantity and work quality on the satisfaction of Sukaramai traditional market traders at the Medan City Cleaning Service and how big the effect is. The method used in this study is a quantitative method with several tests, namely *reliability analysis* , classical assumption deviation test and *linear regression* . Based on the results of the primary data regression which was processed using SPSS 18, the following multiple linear regression equation was obtained: $Y = 2.352 + 0.205 X_1 + 0.001 X_2 + 0.598 X_3$. Variables of quantity of work (X_1), quality of work (X_2) and timeliness (X_3) were able to contribute influence on the variable of merchant satisfaction by 33.3% while the remaining 66.7% was influenced by other variables not examined in the study. These are variables such as service quality and work discipline. From the conclusions above, the authors suggest that the agency should provide more training so that the quantity and quality of employee work increases. Timeliness in cleaning up garbage on the protocol road in the Simpang Limun Medan market area is accelerated so that traders are more flexible and comfortable in selling their products. Employees should work sincerely and provide the best work results in accordance with the targets given by the agency.

Keywords: Work Quantity, Work Quality, Punctuality, Merchant Satisfaction.

INTRODUCTION

Human efforts to fulfill all their needs have been going on since humans existed. One of the human activities in an effort to meet these needs is to require a market as a means of support. The market is an economic activity which is one of the manifestations of human adaptation to the environment. This is based on or driven by factors of economic development which initially only stemmed from problems to meet the needs of life (basic needs). Humans as social beings in their development also face social needs to achieve satisfaction with power, wealth and dignity. The market has so far been integrated and has the most important place in people's daily lives, for the community the market is not only a meeting place between sellers and buyers but also as a place for social interaction. Economists describe a market as a collection of sellers and buyers who make transactions for a particular product or group of products.

The existence of markets, especially traditional markets, is one of the most tangible indicators of community economic activity in an area. Traditional markets are still facing the problem of unprofessional management and discomfort for visitors. The interest of buyers to shop is decreasing for various reasons, one of which is the very minimal level of cleanliness. Almost all traditional markets in Medan City tend to be dirty because of the large piles of garbage left and not cleaned by the party responsible for solving the problem.

Based on the results of the author's initial observations, several problems were found. These problems, among others, traders who sell often feel that the Medan City Sanitation Service employees who are in charge of cleaning and lifting garbage are not carrying out their duties optimally. The traders' trash is often not picked up on time, so that when some other traders open their shops or outlets after the vegetable traders finish selling, they feel an unpleasant smell and spoil the view. Even though the payment of cleaning fees is always requested quickly.

Formulation of the problem

Based on the description of the background and identification of the problems described above, the problems that will be studied in this research are:

1. Is there any influence on the performance of the Medan City Sanitation Service employee on the satisfaction of the Medan Simpang Limun Market traders?
2. How big is the influence of the performance of the Medan City Cleanliness Service employee on the satisfaction of the Medan Simpang Limun Market traders?

METHOD

This research was conducted at the Simpang Limun Market in Medan , which is located in Sitirejo I Village, Medan Amplas District, Medan City . The Simpang Limun Market in Medan was chosen as the research location because the author often observed the work of the Medan City Sanitation Service employee, one of which was the author's cousin . The research subject is the person (respondent) who will be studied. In this study, the research subject was the Simpang Limun Market trader in Medan. While the object of research is the variable to be studied. In this case the variables studied are the quantity of work (X_1), quality of work (X_2), timeliness (X_3) and customer satisfaction (Y). The statistical methods used in this study are: Multiple Linear Regression, t-test, . F Test and Coefficient of Determination.

RESEARCH RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in the table below:

Table 1. *Coefficients* [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,352	1,751		1.343	0.183
	Working Quantity	0.205	0.212	0.156	0.970	0.335
	Work quality	0.001	0.225	0.001	0.005	0.996
	Punctuality	0.598	0.330	0.454	1,813	0.074

a. *Dependent Variable:* Merchant Satisfaction
Source: *Output SPSS* Version 18, data processed 2018

The multiple linear regression equation is obtained as follows:

$$Y = 2.352 + 0.205 X_1 + 0.001 X_2 + 0.598 X_3$$

1. The constant (a) = 0.382 indicates a constant value, where if the variable quantity of work (X_1), quality of work (X_2), and timeliness (X_3) = 0 then the satisfaction of market traders at Simpang Limun Medan (Y) = 2,352 , it means if the satisfaction of the Medan lemonade intersection market traders does not have the quantity of work, quality of work and timeliness, the satisfaction of the Medan lemonade intersection market is still worth 0.382 .
2. Regression coefficient X_1 = 0.205 shows that the quantity of work has a positive effect on the satisfaction of the market traders of Simpang Limun Medan so that if the quantity of work is increased by 1 unit, the satisfaction of the Sukaramai market traders will increase by 0.205 .
3. Regression coefficient X_2 = 0.001 shows that the quality of work given has a positive effect on the satisfaction of the Simpang Limun Medan market traders . So if satisfaction is increased by 1 unit, it will increase by 0.001 .
4. Regression coefficient X_3 = 0,598 shows that the given timeliness has a positive effect on the satisfaction of the Simpang Limun Medan market traders . So if satisfaction is increased by 1 unit, it will increase by 0.598.

Partial Hypothesis Testing (t Test)

Coefficients [a] table , the t value is also obtained. The calculated t value is then compared with the t table value at = 0.05 . The value of t table in df (nk) where n is the number of samples and k is the number of variables, both independent and dependent variables, then 77-4 = 73. In df 73 with = 0.05 the value of t table is 1.993. The t value of the work quantity variable (X_1) is 0.970, thus t count < t table, then H_0 is accepted and H_1 is rejected which means that the work quantity variable (X_1) has no significant effect on the satisfaction of the lemonade market traders field .

The t-count value of the work quality variable (X_2) is 0.005, thus t-count > t table, then H0 is rejected and H1 is accepted , which means that the time quality variable (X_2) has no significant effect on the satisfaction of the lemonade market traders field. The t value of the punctuality variable (X_3) is 1.813 , thus tcount > t table, then H0 is rejected and H1 is accepted , which means that the punctuality variable (X_3) has a significant influence on the satisfaction of the lemonade market traders field.

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Simultaneous Hypothesis Testing (F Test)

ANOVA or analysis of variance is a joint regression coefficient test (F test) to test the significance of the effect of several independent variables on the dependent variable. The results of the F test can be seen in the following table:

Table 2. ANOVA ^{b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109,332	3	36,444	12,128	0.000 ^{a}
	Residual	219,369	73	3,005		
	Total	328,701	76			

a. Predictors: (Constant), Punctuality, Quantity of Work, Quality of Work

b. Dependent Variable: Merchant Satisfaction

Source: *Output SPSS* Version 18, data processed 2018

In the Anova table ^{b} , the calculated F value is 12.128 while the F table value is 2.72 . Thus, F count > F table means that the variables of work quantity, work quality and timeliness together have a positive and significant effect on the satisfaction of the Simpang Limun Medan market traders.

Coefficient of Determination Test (R ^{2})

The coefficient of determination (R ^{2}) of the regression results can be seen in the table as follows:

Table 3. *Model Summary ^{b}*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.577 ^{a}	0.333	0.305	1.73351

a. *Predictors: (Constant),* punctuality, quantity of work, quality of work

b. *Dependent Variable* : merchant satisfaction

The value of the coefficient of determination (R2 $^)$ from the regression result is 0.333 , meaning that the variables of work quantity, quality of work and timeliness contribute to the influence of the satisfaction of the Simpang Limun Medan market traders by 33.3% . This result is the result of (R ^{2} x 100%), while the remaining 66.7 % is influenced by other variables not examined in this study. If it is aligned with the results of the previous partial hypothesis testing, it can be seen that the one that has the greatest contribution is the timeliness variable because the data shows that the timeliness variable has a significant influence. This is in accordance with the reality on the ground that the lemonade market traders really expect the quantity and quality of the employees' work to be improved.

CONCLUSION

From the research results that have been discussed by processing and questionnaires and using several tests, the following conclusions can be drawn:

1. Partially, the work quantity variable (X1 $_)$ does not have a significant effect on the satisfaction of the Simpang Limun Medan market traders . This means that the hypothesis in the study is not accepted, as evidenced by the value of t count < t table (0.970 > 1.666). The variable of work quality (X $_2$) does not have a significant effect on the satisfaction of the Simpang Limun Medan market traders . This means that the hypothesis in this study is not accepted, as evidenced by the value of t count > t table (0.005 > 1.666). While the timeliness variable (X3) has a significant effect on the satisfaction of the Simpang Limun Medan market traders . This means that the hypothesis in this study is accepted, as evidenced by the value of t count > t table (1.813 > 1.666).

2. Simultaneously, the variables of work quantity (X1 $_)$, quality of work (X2 $_)$ and timeliness (X3 $_)$ have a positive and significant influence on the satisfaction of the Simpang Limun Medan market traders . This means that the hypothesis in this study is accepted, as evidenced by the calculated F value > F table (12,128 > 2,72).

3. Variables of quantity of work $(X1)$, quality of work $(X2)$ and timeliness $(X3)$ were able to contribute influence on the variable of merchant satisfaction by 33.3% while the remaining 66.7% was influenced by other variables not examined in the study. This is like service quality and employee work discipline.

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