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The Influence of e-Procurement Service Quality to the satisfaction of the Providers of Goods/Services at Surabaya City Government

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e-Procurement of goods/services applied by Surabaya City Government is a system of procurement of goods/services which is conducted electronically, by using communication and information technology facilities, and the application system and service electronic procurement. At the moment, Surabaya City Government needs to know if the procurement service system which is done is capable to satisfy the providers of the goods and services of Surabaya City Government. Therefore the purpose of this research is assessing the subject by analyzing the influence of service quality to the satisfaction of the providers of goods/services.

By giving 60 questionnaires to the respondents, in this case the providers of goods/services, and by using multiple linear regression analysis, it is obtained that any increases in the tangibles, assurance and empathy indicators of the service quality can increase Customer Satisfaction the goods/services provider for the Surabaya City Government.

Keywords: e-procurement, service quality, the satisfaction of the providers of goods/services, multiple linear regression analysis

INTRODUCTION

Electronic Procurement of goods/services (e-Procurement) aims to improve transparency, leading to healthy competition between businessmen.

The Surabaya City Government surabaya tries to improve the quality of service in the procurement of goods and services. It is done by applying service system for procurement of goods/services electronically, by means of communication and information technology facilities as well as Web-based application electronic procurement.

However, it is necessary for the Government to identity the level of satisfaction of the electronic procurement that has been implemented. In this paper we assesed the influence of the quality of service providers e-procurement against the satisfaction of goods and services.

THEORY

e-Procurement

According to the Keputusan Presiden Nomor 80 tahun 2003 pasal 1 ayat 1 on guidelines for the procurement of goods and services. E-procurement that is an electronic service that is a finance national budget or state budget. According to Peraturan Walikota Surabaya no 63 tahun 2010 pasal 1 ayat 74 on guidelines for technical implementation of the direct budget and purchase of goods and services, e-procurement is electronic system that is utilies to obtain goods and services by means of information technology and electronic transaction. Implementation of

the e-Procurement is in accordance with the provisions of legislations which includes e- tendering and e-selection.

Service Quality

Parasuraman (1995) defined the service quality interms of five dimensions, i.e., tangible, reliable, responsiveness, assurance, empathy. The ilaburation of each dimension is as follows:

1. Tangible

   The appearance of which is the appearance of physical facilities of the facilities, equipment and personnel performance.

2. Reliable

   The ability to provide the promised service with reliable and accurate.

3. Responsiveness.

   A willingness to help customers and provide services that is quick and right

4. Assurance

   A service that which convinces keputusan mastery against science associated with skin and propriety and cordiality.

5. Empathy

   Transparency capable of being listening and communicate well, and understand the condition of users.

Customer Satisfaction

According to Supranto (2006) customer satisfaction is defined as a condition where desire, hope and the needs of the customers have been fulfilled.

Relationship of Service Quality and Customer Satisfaction

Sureshchandar et al, (2003) indicates a strong positive relationship between service quality and customer satisfaction.

Regression Analysis Method

Method of regression (and correlation) is the most popular method and is widely used in the practice of business forecasting (Lind, 2012). Regression analysis is a statistical method used to identify the characteristics and strength of association or relationship between two or more variables, i.e. one or more free variables (the independent variables) and one

variable depending on (the dependent variable).

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_n X_n \quad + \varepsilon$$

Description:
Y : dependent variable
β_0 : intercept coefisien regresi
$\beta_1, \beta_2, \beta_3$: slope coefisien regresi
X_1, X_2, X_3 : independent variable
ε : error of the regression equation

Conceptual Model Of Research

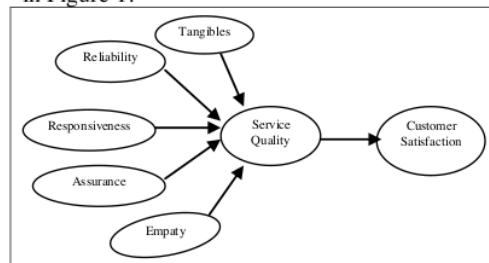Research on Conceptual Model is shown in Figure 1.

Figure 1 Conceptual Model

Based on a conceptual model of the research, the research hypothesis, developed as follows:

H1 : Suspected of the quality of service (service quality) has a positive influence in against gratification provider of goods and services to the Surabaya City Government

METHODOLOGY

Samples and Population

In this research we retrieve data from all supplier of goods and services which has been registered in the city government Surabaya. In overal, they are a accounted for 60 companies.

Data Collection Techniques

In this study data was collected using web-based questionnaire that is distributed to the responden. The collection of data is then processed and analyzed.

Operational Definition Variable

Service Quality

According to parasuraman and zeithaml (1995) the indicators of service quality dimensions that have been adjusted according to the e-Procurement as defined as follows :

a. Tangibles (X1) :
1. The display and the flow of the program.
2. Availability space access online
3. Security
4. The appearance of employees on the community development program

b. Reliability (X2) :
1. Information access speed in e-procurement portal
2. The time between does reach Circulars (periodic) with scheduled auctions on e-Procurement.
3. The speed of the delivery of the letter schedule auction (periodic/annual).
4. The length of time changes/cancellation of auction before the auction announcement.
5. The reliability of application system of e-procurement

c. Responsiveness (X3) :
1. Handling complaints quickly
2. The secretariat development program help you to obtain data and information an auction in e-procurement.
3. The secretariat always respond to a question or complaint of associates.

d. Assurance (X4) :
1. The truth or the suitability of the data or information which is in the auction e-Procurement.
2. Surabaya City Government always keeping corporate's data security and supply entered into e-Procurement.

3. The Government of the city of Surabaya maintain confidentiality of data offers softcopy.
4. The Government guarantees the security of the data before the auction is opened.

e. Empathy (X5) :
1. The e-Procurement Officers always help associates.
2. Your relationship with the head of development programs, and staff development program ' s fine.
3. So far, employees in the program ready to handle complaints services in e-procurement
4. If there are problems ranging from upload document until claim auction part helpdesk always ready to assist partners.
5. Surabaya City Government has always fully support the activities of e-Procurement.

Customer Satisfaction

According to Supranto (2007), an indicator of Customer Satisfaction as follows :
1. You will reuse the services of procurement of goods/services, city of Surabaya.
2. You will give praise to the public administration of Surabaya.
3. Alignment of expectations prior to becoming partners and reality after becoming partners, city of Surabaya.

ANALYSIS

Overview

The results in the data processing is listed as :
1. **Service Quality**
   a. Average value of Tangibles = 3,95
   b. Average value of Reliability =3,87
   c. Average value of Responsiveness =3,84
   d. Average value of Assurance =3,9
   e. Average value of Empathy =3,7

2. Average value of Customer Satisfaction = 3,83

Validity and Reliability Test

According to SPSS17 validity and reliability test, it is obtained that all indicators are valid and reliable.

Multiple Linier Regression Analysis

According to Lind (2012), several prerequisites that must be met in the regression analysis is the assumption of normal, linear, assuming the absence of multicollinearity or singularity and an outlier.

In this study, it is observed that all the assumptions are met. Hence, the analysis can be extended to the Multiple Linear regression analysis. The independent variables that are used including Service Quality (X1 Tangible, X2 Reliability, X3 Responsiveness, X4 Assurance, X5 Empathy) as well as the dependent variable (Y) i.e., Customer Satisfaction.

Table 1 Model Test
ANOVA

		SS	df	MS	F	Sig.
1	Reg.	3,646	5	,729	7,35	,00
	Res.	2,576	26	,099		
	Total	6,222	31			

a Predictors: (Constant), X5, X3, X4, X2, X1
b Dependent Variable: Y

Based on the testing model on a table 1, with $\alpha = 0.1$ (Sig<0.1), it is obtained that model is significant.

Table 2 Significant Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,292	,823		,355	,725
	X1	,416	,216	,362	1,929	,065
	X2	4,585E-02	,229	,037	,200	,843
	X3	-,369	,225	-,252	-1,639	,113
	X4	,373	,207	,294	1,803	,083
	X5	,467	,211	,359	2,216	,036

a. Dependent Variable: Y

Based on the significant test of all independent variabels, with $\alpha=0.1$ (Sig<0.1), its obtained that only X1 (Tangibles), X4 (Assurance), dan X5 (Empathy) are significant

CONCLUSION

Based on the results of hypothesis testing produced the conclusion that any increases in the tangibles, assurance and empathy indicators of the service quality can increase Customer Satisfaction the goods/services provider for the Surabaya City Government.

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