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The Influence Internal Market on Service Quality at the Land Office of North Lombok Regency, Indonesia

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GJMBR-E Classification: *JEL Code: M31*

THE INFLUENCE INTERNAL MARKET ON SERVICE QUALITY AT THE LAND OFFICE OF NORTH LOMBOK REGENCY INDONESIA

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The Influence Internal Market on Service Quality at the Land Office of North Lombok Regency, Indonesia

Syafruddin Yusuf [α], Hermanto [σ] & Handry Sudiarta Athar [ρ]

Abstract- Up to now, the topic of the demand for improving the quality of public services in the management of government becomes a major demand for the improvement of service performance of the state apparatus is increasingly felt and important, because the good service and the prime will have an impact on the realization of a clean and authoritative government climate. One of the strategic policies of the Indonesian government is to improve the quality of public services. In the implementation of public services is often not in accordance with what is expected by the people who always want excellent service quality. Lots of public complaints that the quality of public services is very low and even disappointing. Similarly, those happened in government service agencies including, the Land Office of North Lombok Regency as a new Office, always striving to improve and provide the best services to all communities in the land sector. The purpose of this study is to analyze the influence of recruitment, training and motivation on Service Quality at the Land Office of North Lombok regency. In this research use quantitative approach by using technique of Multiple Linear Regression analysis. The results of this study showed silmultan significant effect on the quality of service. Motivation is the most dominant variable influencing Service Quality at the Land Office of North Lombok regency. Head of the Land Office of North Lombok Regency should improve the quality of service by improving the training and motivation of its employees.

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I. Introduction

Since the period of reform up to now the quality of service continues to be improved both organization oriented business and social oriented. One of the strategic policies of the Indonesian government is to improve the quality of public services. Public service is intended to provide services performed by public service providers (government) as an effort to meet the needs and needs of recipients of services or the public and implementing the provisions of legislation that has an interest in the organization in accordance with the rules and procedures that have been set.

The phenomenon in this system of government service that requires the ability of the government in using the understanding of the internal marketing concept for bureaucracy. Internal marketing was originally proposed as an approach for service management in the form of traditional marketing concepts and marketing mix on all employees as customers in the organization so that employees can improve the effectiveness of the company by improving internal relationships. Internal marketing is believed to increase the motivation of all members of the organization to see their own roles and pay attention to what consumers want in a service-oriented way.

According Kotler (2008) internal marketing is a task to recruit, train and motivate employees who are able to serve customers better. Kotler also revealed that the perfect service of an organization must prepare employees who provide services, then with the internal marketing is expected to encourage employees to think creatively in improving the quality of service and have a common view to be more concerned to customers. Recruitment according by Mathis and Jakson (2001) is a process that produces a number of qualified applicants for employment in a company or organization. Training according to Gomes (2003) is any attempt to improve the worker's performance on a particular job that he or she is responsible for, or a job related to his or her work. Stoner and Freeman in Nursalam (2013) stated that motivation is a human psychological characteristic that contributes to one's level of commitment. These include factors that cause, channel, and retain human behavior in the direction of certain determination. While the quality of service according to Parasuraman, et al (2001) defined as how big the gap (gap) between customer perceptions of the reality received compared with customer expectations for services that should be accepted.

Good internal marketing implementation is aimed not only at business-oriented organizations, but the government as a government organizer is also required provide better quality service. Until now the topic about the demand for improving the quality of public services in the management of government becomes a primary demand for the improvement of service performance of the state apparatus is increasingly felt and important, because the good service and the prime will have an impact on the realization of a clean and authoritative government climate. The main tasks and functions of the

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government apparatus are increasingly as attention of the public because getting good service is the right of the community, while the apparatus is obliged to provide excellent service, with the principles of simple, fast, precise, orderly, cheap, transparent and non-discriminatory services.

In the implementation of public services is often not in accordance with what is expected by the people who always want excellent service quality. Lots of public complaints that the quality of public services is very low and even disappointing.

Similarly, this applies to government service agencies including the National Land Agency. National Land Agency is a government agency assigned to provide excellent public services to the community, but in fact the implementation has not been satisfactory, including public services conducted by the National Land Agency of the Republic of Indonesia (BPN RI). People are not satisfied with the land services provided by BPN RI. People's dissatisfaction with land services is related to complex procedures, costly fees, and length of time in completing the process.

As a new Office, the Land Office of North Lombok Regency always strives to improve and provide the best service to the entire community in the field of land. This is in accordance with the spirit of regional autonomy and agrarian reform which one of them is by improving the quality of service. Although the Land Office of North Lombok Regency has maximized the service but the community views the service that has been given is still considered less.

Based on the description above, the authors choose the location of research at the Land Office of North Lombok regency because in addition to belonging to the new land office is also based on the observation of research authors related problems regarding the influence of recruitment, training and motivation to service quality in the Land Office of North Lombok regency has never been done.

II. Literature Review and Hypothesis Development

a) *Theoretical Basis*

i *Internal Marketing*

Internal marketing is a philosophy to manage organizational human resources based on marketing perspective. Internal marketing is a continuous process that takes place firmly within a company or organization that aligns functional processes, motivates and empowers employees at all levels of management to consistently deliver a satisfactory experience to customers. (Supriyanto and Ernawaty, 2010). Kotler (2009) states that Internal marketing (internal marketing) is marketing done within the organization, especially by the leadership to employees. The main task in internal marketing is to hire, train and motivate capable employees and want to serve customers well. Readiness of employees in serving the customers outside the main requirements to achieve excellent service.

Triangle that explains the relationship between an organization (company) with its employees and customers, as shown below figure 1.1:

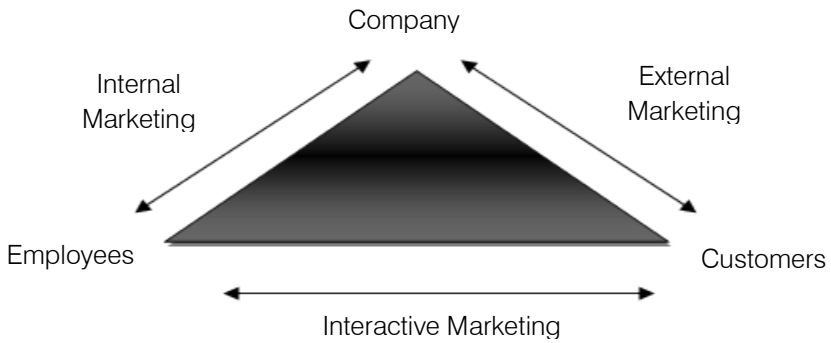

Figure 1.1: Kotler & Armstrong Marketing Triangle (2012)

ii *Recruitment*

Recruitment is the process of seeking, finding, and attracting applicants to be employed within and by an organization. The purpose of recruitment is to get as much inventory as possible of applicants so that the organization will have a greater chance to make choices against the prospective worker who is deemed to meet the organization's qualification standards. The recruitment process takes place from the moment of seeking applicants to the application by the applicant. (Gomes, 2003). While according to mathis (2001) that recruitment is a process of collecting applicants who have qualifications in accordance with the required company, to be employed within the company.

Recruitment according to the level of perathuran by Mathis &. Jokson, (2011) that an approach to recruitment that needs to be done is:

1. Human resources planning
2. Organizational responsibility
3. Strategic recruitment decisions
4. Method of recruitment

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iii *Training*

Training is a process in which people gain the ability and skill to help achieve organizational goals. Because this process is related to organizational goals, training can be viewed narrowly or broadly. Training provides employees with deeper knowledge and skills so as to truly know their strengths and weaknesses and know how to overcome their weaknesses in carrying out their work.

iv *Motivation*

Stoner and Freeman in Nursalam (2013) stated that motivation is a human psychological characteristic that contributes to one's level of commitment. These include factors that cause, distribute, and retain human behavior in the direction of certain determination. Motivating is the management process to influence human behavior based on the knowledge of what makes people moved.

According to the motivational theories that are used as a reference in work motivation is the theory of needs hierarchy or maslow theory where maslow distinguish the level of needs into five hierarchies of physiology, security, social, self - esteem and self-actualization. Maslow's theory states that human beings are motivated to fulfill their need that is perceived as basic necessity then when the basic needs have been fulfilled it will step on the fulfillment of other higher needs.

According to Maslow's hierarchy of needs theory there are five levels of need, from the lowest human needs to the highest human needs, the lowest order of motivation to the highest motivation.

v *Service Quality*

Quality of service according to Parasuraman, et al (2001) defined as how big the gap (gap) between customer perceptions of the reality received compared with customer expectations for services that should be accepted. So the quality of service can be known by comparing the perception (reality) with customer expectations (expectations) of a service provided by the company's service providers.

Quality of service can be measured using quality measurement dimensions. Measurements of quality according to experts vary according to point of view and thinking. One of them according to Zeithaml et al. (1985) which identifies that service quality can be measured from five dimensions SERVQUAL (dimension of service quality), namely: Direct Evidence (Tangibles), Reliability (Reability), Responsiveness, Assurance, and Empathy.

vi *Conceptual Framework*

The conceptual framework of this research is to explicitly describe the conceptual models of research variables. This study looks for the relationship of internal marketing variables with service quality that is independent variable with dependent variable. Intenal marketing variables have dimension consist of recruitment (X1) training (X2) Motivation (X3) while the dependent variable is Quality of service (Y).

The Conceptual Framework can be described as follows:

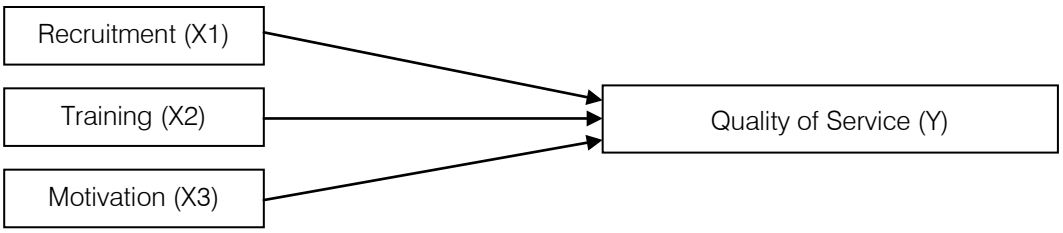

Figure 2: Conceptual Framework

III. Research Hypotheses

This research hypothesis can be formulated as follows:

H_1: Recruitment positively affects the Quality of Service at the Land Office of North Lombok regency.

H_2: Training has a positive effect on Service Quality at Land Office of North Lombok Regency.

H_3: Motivation positively affects the Quality of Service at the Land Office of North Lombok regency.

a) Research Methods

i *Population and Sample*

Population is a generalization region consisting of objects or subjects that have a quality there are certain characteristics that by researchers to learn and then drawn conclusions (Sugiyono, 2014). In this research the pollulation that will be used is all Staff and Non Permanent Employee (PTT) at Land Office of North Lombok Regency and Certificate applicant at Land Office of North Lombok Regency which amounted to 30 employee. This study was measured using Saturated Sampling in which sample determination technique if all members of the population were used as samples of internal marketing variables.

ii *Data Collection Techniques*

The data collection tool in this research is using questionnaire, where the questionnaire is spread to the employees of the Land Office of North Lombok Regency about the influence of recruitment, training, and

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motivation on the quality of service at the Land Office of North Lombok Regency.

iii *Data Analysis Technique*

In this research process that will be done is data processing and analyze the data needed. In the data collection will be processed using computer assistance using SPSS program version 16 will soon be known results. In performing calculations to describe the data and perform hypothesis testing then the steps undertaken in this study are as follows (Sofyan siregar, 2014).

iv *Regression Test*

Data analysis used in this research is method of Regression analysis. In the regression analysis will be developed in a regression equation is a mathematical formula that searches for the value of the dependent variable of the known independent variables. The analysis is used primarily for forecasting, where in the model there are dependent variables and independent variables. In practice, regression analysis methods are often distinguished between simple regression and multiple regression. Simple regression if there is only one independent variable while multiple regression if there is more than one independent variable.

In this study there is one dependent variable (service quality) and 3 independent variables namely recruitment (X1) training (X2) and motivation (X3). Based on that, the analysis method used is Multiple regression. The regression equation used is as follows.

$$Y = \beta 0 + \beta 1\, X1 + \beta 2\, X2 + \beta 3\, X3 + e$$

Where,

Y	=	Quality of ServicesKualitas pelayanan
X1	=	Recrutment
X2	=	Training
X3	=	Motivation
β1-β3	=	Coefisien Regresiion (Parameter)
β0	=	Constanta
e	=	Error Factor

v *Hypothesis Testing (Testing – t)*

Test - t Used to test the mean or not the relationship of independent variables training (X_1), recruitment (X_2) and Motivation (X_3) with the dependent variable Quality of Service (Y). The step-step testing is as:

(a) Determining Hypothesis Formulation

H0: $\beta \leq 0$, Meaning that the variable X has no partially significant effect on the variable Y.

H0: $\beta \geq 0$, Meaning that the variable X has a partially significant influence on the variable Y.

(b) Determining degree of confidence or level significant is 95% ($\alpha = 0{,}05$), sample n and t table = (α, n - k - l)

(c) Define Test Criteria

H0 accepted if t Count <t table

Ha accepted if count> t table

(d) Make conclusion

(e) If t Count <t table then H0 is accepted and Ha is rejected. This means that there is no positive and significant influence independent variable (free) to the dependent variable (bound).

(f) If the count> t table then H0 rejected and Ha in receipt, It means that there is a positive and significant influence independent variable (free) to the dependent variable (bound).

vi *Model Accuracy Test (F Test)*

F-Statistic test is used to find out whether the independent variable equally affect the free variables. According to kuncoro (2001) states that "double correlation is a number that indicates the direction and strength of the relationship between two independent variables together or more with the dependent variable". Meanwhile, according to satiaji (2004) cited from the study Umi arifah (2013) states that statistical test F in his unconscious indicates whether all the free variables included in the model have influence together on the bound variables.

vii *Determination Configuration Test (R^2)*

The coefficient of determination is a comparison between the variation of the dependent variable described by the independent variable collectively compared with the total variation of the dependent variable. The determination coefficient test (R^2) to measure how the proportion of variation of the dependent variable (bound) can be explained by the independent (independent) variable. According to Satiaji (2004) that the coefficient of determination (R^2) in essence to measure how far the ability of independent variables in explaining the dependent variable, whereas according to (ghozali, 2009) explain that the coefficient determinant measure the goodness of fit from the regression equation is giving percentage of total variation in variables bound that is explained by the independent variable. Ghozali also states that koefiesien essentially measures how far the model's ability to explain variations of bound variables.

The value of the determinant coefficient lies between 0 - 1. The small value of R^2 means the ability of the independent variables in explaining the variation of dependent varieties is limited. A value close to one means the independent variables provide all the information needed to predict the variation of the dependent variable (ghozali, 2009). The value of $R^2 = 1$ means that the regeneration line occurs describing 100% of the variation in the dependent variable, if $R^2 = 0$ means the model that occurs can not explain the slightest line of regression that occurs. Whether or not a model is not determined by R^2 is high, but should pay more attention to the logical or theoretical relevance of the independent variable with the dependent variable in the statistical sense.

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viii *Classic Assumption Test*

The classical assumption test is an early stage used before linear regression analysis. The assumption test of this class is intended to know the use of multiple regression linear model in analyzing has fulfilled class assumption. Multiple linear models will be more appropriate to use and produce more accurate calculations if the following assumptions can be met ie the normality test, heteroskedatisitas test and multicolinearity test.

IV. Result

a) Test Validity and Realibility

Validity test is the degree of accuracy of data delivery that occurs in the object of research with data reported by the researcher and show the extent to which a measuring tool is able to measure what you want to measure. (Syofian, 2014) Penenelitian is valid if the correlative coefficient of product moment exceeds 0.3, and the coefficient of the moment product correlation is greater than r table. To find out if the measuring tool is reliable or not, then used *Cronbach Alpha Method*, where this method is used to determine the reliability of each item statement. An instrument is considered reliable if the reliability coefficient (*cronbach's alpha value*) is at least 0.6 (Sugiono, 2013). Validity test and reliability test using Statistical program and *Statistical Product and Service Solutions* (SPSS) version 20.

i *Recruitment (X_1)*

Result of validity and reliability test to item question on recruitment variable (X_1) concerning to 30 respondent can be seen in table 4.1 below:

Table 4.1: Validity and Reliability of Recruitment Variables (X_1)

Validity			Reliability	
Items	Coefisien	Information	Cronbach's Alpha if Item Deleted	Information
1	0.519	Valid	0.707	Reliabel
2	0.574	Valid	0.692	Reliabel
3	0.480	Valid	0.699	Reliabel
4	0.446	Valid	0.705	Reliabel
5	0.662	Valid	0.688	Reliabel
6	0.573	Valid	0.690	Reliabel
7	0.466	Valid	0.702	Reliabel
8	0.798	Valid	0.641	Reliabel

Source: Results of Processed Data Research with SPSS

ii *Training (X_2)*

The result of validity and reliability test to the question items at Training Variabels (X2) variable concerning to 30 respondents can be seen in table 4.2 below:

Table 4.2: Validity and Reliability of Training Variables (X_2)

Validity			Reliability	
Items	Coefisien	Information	Cronbach's Alpha if Item Deleted	Information
1	0.625	Valid	0.783	Reliabel
2	0.742	Valid	0.774	Reliabel
3	0.779	Valid	0.772	Reliabel
4	0.856	Valid	0.768	Reliabel
5	0.895	Valid	0.762	Reliabel
6	0.908	Valid	0.754	Reliabel
7	0.807	Valid	0.770	Reliabel
8	0.805	Valid	0.767	Reliabel

Source: Results of Processed Data Research with SPSS

iii *Motivation (X_3)*

The result of Validity and Reliability Test to the question items at Motivation Variables (X_3) variable concerning to 30 respondents can be seen in table 4.3 below:

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Table 4.3: Validity dan Reliability Motivation Variable (X_3)

Validity			Reliability	
Items	Coefisien	Information	Cronbach's Alpha if Item Deleted	Information
1	0.651	Valid	0.712	Reliabel
2	0.845	Valid	0.713	Reliabel
3	0.381	Valid	0.729	Reliabel
4	0.345	Valid	0.731	Reliabel
5	0.845	Valid	0.713	Reliabel
6	0.483	Valid	0.726	Reliabel
7	0.329	Valid	0.731	Reliabel
8	0.642	Valid	0.711	Reliabel
9	0.322	Valid	0.733	Reliabel
10	0.452	Valid	0.731	Reliabel
11	0.845	Valid	0.713	Reliabel
12	0.845	Valid	0.713	Reliabel
13	0.497	Valid	0.723	Reliabel
14	0.338	Valid	0.735	Reliabel
15	0.319	Valid	0.733	Reliabel
16	0.472	Valid	0.727	Reliabel
17	0.470	Valid	0.726	Reliabel
18	0.395	Valid	0.733	Reliabel

Source: Results of Processed Data Research with SPSS

iv *Quality Service (Y)*

The result of validity and reliability test to the question items on Quality Service (Y) variable concernin to 30 respondents can be seen in table 4.4 below:

Table 4.4: Validity dan Reliability variable Service Variabels (Y)

Validitas			Reliabilitas	
Items	Coefisien	Information	Cronbach's Alpha if Item Deleted	Information
1	0.454	Valid	.760	Reliabel
2	0.799	Valid	.755	Reliabel
3	0.681	Valid	.756	Reliabel
4	0.784	Valid	.752	Reliabel
5	0.744	Valid	.756	Reliabel
6	0.887	Valid	.741	Reliabel
7	0.906	Valid	.744	Reliabel
8	0.845	Valid	.744	Reliabel
9	0.723	Valid	.751	Reliabel
10	0.512	Valid	.758	Reliabel
11	0.879	Valid	.745	Reliabel
12	0.681	Valid	.752	Reliabel
13	0.805	Valid	.748	Reliabel
14	0.627	Valid	.759	Reliabel
15	0.653	Valid	.754	Reliabel
16	0.752	Valid	.755	Reliabel
17	0.782	Valid	.749	Reliabel

Source: Results of Processed Data Research with SPSS

b) Descriptive Statistical Test

Statistical descriptive analysis was conducted on 30 respondents. The analysis of all models of regression equations in this study using Statisitic Production and Solution (SPSS) v.16.0. The purpose of the statistical descriptive test is to present information on minimum, maximum, and mean values of Recruitment Variables (X_1), Training (X_2), Motivation (X_3), and Service Quality (Y). Based on the results of the calculations that have been done, then the results obtained descriptive statistics as listed in the following table 4.5:

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Table 4.5: Descriptive Analysis of Data Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Recruitment (X_1)	30	23	39	31.83	4.035
Training (X_2)	30	14	37	20.60	4.825
Motivation (X_3)	30	50	80	70.07	6.933
Quality of Service (Y)	30	48	85	71.90	9.064
Valid N (listwise)	30				

Source: Results of Processed Data Research with SPSS

c) *Assumption Test Results*

i *Normality Test*

Normality test in this study using Kolmogorov Smirnov. The basic concept of the Kolmogorov Smirnov normality test is to compare the data distribution (to be tested for normality) to the normal standard distribution. The application of Kolmogorov Smirnov test is that if the significance below 0.05 means that the data to be tested has a significant difference with the normal raw data, the data is not normal. Furthermore, if the significance above 0.05 then there is no significant difference between the data to be tested with normal raw data, meaning that the data we tested normally. Normality test results can be seen sebgaimana table 4.7 follows:

Table 4.6: Normality Test Results with Kolmogorov-Smirnov One-Sample Test Summary

		Unstandardized Residual
N		30
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	5.78585188
Most Extreme Differences	Absolute	.119
	Positive	.099
	Negative	-.119
Kolmogorov-Smirnov Z		.653
Asymp. Sig. (2-tailed)		.787

Source: Results of Processed Data Research with SPSS

The above *Kolmogorov-Smirnov* test shows that the Asymp. Sig value is 0.787. greater than 0.05 so it can be concluded that the data we tested is normally distributed or the model is not exposed to the problem of normality.

ii *Heterocedasticity Test*

Test method used is by Gleser test that is to regress Absolute Residual value (UbsUt) as dependent variable. If the independent variable does not affect Absolute Residual (UbsUt) then there is no indication of heterocedastisity.

Gleser test results can be seen in table 4.7 as follows:

Table 4.7: Heterocedasticity Test Results Summary

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.501	5.984		1.421	.167
	Recruitment	.004	.133	.004	.028	.978
	Training	.022	.120	.077	.067	.785
	Motivation	-.044	.110	-.045	-.057	.778

a. Dependent Variable: RES_2

Source: Results of Processed Data Research with SPSS

iii *Multicollinearity Test*

The multicollinearity test can be done by looking at the variance inflation factor (VIF) in the regression model. If the resulting VIF is smaller than 5, then the variable does not have multicolinearity issues with other free variables. VIF test results can be seen in Table 4.8 as follows:

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Table 4.8: Summary of Multicollinearity Test Results

No.	Variabel	Collinearity Statistices	
		Tolerance	VIF
1	Recruitment (X_1)	.869	1.151
2	Training (X_2)	.746	1.341
3	Motivation (X_3)	.820	1.219

Source: Results of Processed Data Research with SPSS

d) Results of Multiple Regression

One of the objectives of regression analysis is to see the effect of independent variables (indevenden) consisting of Recruitment (X_1), Training (X_2), and Motivation (X_3) variables, on the dependent variable (deveden), namely Service Quality (Y) North Lombok. The results of multiple linear regression model with the help of SPSS v 16,0 for the dependent variable (Quality of Service) and three independent variables (Recruitment, Training and Motivation) can be seen in table 4.9 below:

Table 4.9: Results of Multiple Linear Regression Calculations

No.	Independen t Variable	Regresion Coefisien	Sig. T	t-Count
1	Recrutment (X_1)	.233	.447	.773
2	Training (X_2)	.793	.007	2.912
3	Motivation (X_3)	.579	.004	3.206
Constanta = 7.550			Sig. F = .0000	
R = .770			α = 0.05	
R Square = .593				
Adjusted R Square = .546				
F Change = 12.604				

Source: Results of Processed Data Research with SPSS

Results of multiple linear regression analysis in table 4.9 above can be explained and analyzed the influence between dependent and independent variables. and the result of multiple linear regression equation is:

$$Y = a + b1\ X1 + b2\ X2 + b3\ X3 + e$$

$$Y = 7{,}550 + 0{,}233X1 + 0{,}793X2 + 0{,}579X3 + e$$

Based on the multiple linear regression equation above, it can be seen that the independent variable has a positive influence on the dependent variable. The above regression equation can be interpreted as follows:

1. The constant of 7.550 indicates that if the indevendent variable consisting of Recruitment (X_1), Training (X_2), and Motivation (X_3) is 0, then the Service Quality (Y) is 7,550.
2. Regression coefficient of variable recruitment (X_1) of 0.233 means that if Recruitment (X_1) has increased by 1 then, Quality of Service (Y) will increase by 0.233 assuming other indevenden variable fixed value.
3. The coefficient of regression of Training variable (X_2) is 0,793 meaning that if Training (X_2) has increased by 1 then, Quality of Service (Y) will increase by 0,793 with other indevenden variable assumption fixed value.
4. The regression coefficient of Motivation (X_3) variable is 0,579 meaning that if Motivation (X_3) increases by 1 then, Quality of Service (Y) will increase by 0,579 assuming other indevenden variable is fixed value.

Then the results of multiple correlation analysis (R) and determination analysis (R Square), and Adjusted R Square can be seen in table 4.9. In table 4.9 above can be seen the value of double correlation (R) of 0.770. Because the value of double correlation (R) is between 0,60-0,79 it can be concluded that there is strong relationship between independent variable (independent) consisting of Recruitment Variables (X_1), Training (X_2) and Motivation (X_3), against the dependent variable (depedent) is Quality of Service (Y). Then the coefficient of determination (Adjusted R Square) of 0.546 or 54.60% shows the contribution of variable Recruitment (X_1), Training (X_2) and Motivation (X_3), together have an effect on the variable of Service Quality (Y) of 54.60%. While the rest of 45.40% influenced by other variables outside the model (variable).

e) Hypothesis Testing

Hypothesis testing is done to test the three research hypotheses are:

Ha1: Recruitment positively affects the Quality of Service at the Land Office of North Lombok regency.

Ha2: Training has a positive effect on Service Quality at Land Office of North Lombok Regency.

Ha3: Motivation positively affect the Quality of Service at the Land Office of North Lombok regency.

To test the hypothesis above then, do the test partially (alone) or t test. T test is done to analyze the influence of Recruitment (X_1), Training (X_2) and Motivation (X_3) variable, to Service Quality (Y) variable. Testing is done by comparing t-count value with t-table, with creteria testing if t-count> t-table then Ha accepted but if t-count <t-table then Ho accepted and Ha rejected, to see t-count value can be seen in table 4:10 in the following:

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Table 4.10: Summary of Test Results t

Variable	t-Count	t-Significant	t-Table	Information
Recruitment (X_1)	0.558	.447	2.056	Not Significant
Training (X_2)	2.912	.007	2.056	Significant
Motivation (X_3)	3.206	.004	2.056	Significant

Source: Results of Processed Data Research with SPSS

From table 4.10 above can be seen that the t test results to determine the level of significance or significance in partial each independent variable in a row can be described as follows:

i *Hypothesis Testing Ha_1*

Testing of the first hypothesis (Ha_1) is "Recruitment positively affects the Quality of Service at the Land Office of North Lombok regency". Based on the calculation in table 4:10 above can be seen the value of t-count for variable Recruitment (X_1) of 0,558, t-significance equal to 0,447 with t-table value 2,056. The results of this t test show the value of t-count (0,558) <t-table (2.056) it can be concluded that the recruitment variable (X_1) has no significant effect on Service Quality (Y) at the Land Office of North Lombok regency. Then t-count is positive value means Recruitment variable (X1) has a positive effect on the Quality of Service (Y) at the Land Office of North Lombok regency.

From the results of the first hypothesis test (Ha_1) in this study which states that "Recruitment positively affects the Quality of Service at the Land Office of North Lombok Regency", not accepted.

ii *Hypothesis Testing Ha2*

Testing the first hypothesis (Ha2) is "Training positively affect the Quality of Service at the Land Office of North Lombok regency". Based on the calculation in table 4:10 above can be seen the value of t-count for Training variables (X2) of 2.912, t-significance of 0.007 with the value of t-table 2.056. The results of this t test show the value of t-count (2.912)> t-table (2.056) it can be concluded that the training variables (X2) have a significant effect on Service Quality (Y) at the Land Office of North Lombok regency. Then t-count is positive value means Training variable (X2) has a positive effect on the Quality of Service (Y) at the Land Office of North Lombok regency.

From the results of the first hypothesis test (Ha2) in this study which states that "Training has a positive effect on Service Quality at the Land Office of North Lombok Regency", accepted.

iii *Hypothesis Testing Ha_3*

Testing of the first hypothesis (Ha3) is "Motivation positively affect the Quality of Service at the Land Office of North Lombok regency". Based on the calculation in table 4:10 above can be seen the value of t-count for the variable Motivation (X2) of 3.206, t-significance of 0.004 with the value of t-table 2.056. The results of this t test show the value of t-count (3.206)> t-table (2.056) it can be concluded that the motivation variable (X3) has a significant effect on Service Quality (Y) at the Land Office of North Lombok Regency. Then t-count is positive value meaning motivation variable (X_3) have positive effect on to Service Quality (Y) at Land Office of North Lombok regency.

From the results of the first hypothesis test (Ha_3) in this study which states that "Motivation positively affect the Quality of Service at the Land Office of North Lombok Regency", accepted.

f) Model Accuracy Test (F Test)

F test is conducted to test whether simultaneously or together independent variables (recruitment, training and motivation) have a significant effect on Service Quality at Land Office of North Lombok regency. If F-arithmetic> F-table or if Sig <0,05 then independent variable (Recruitment, Training and Motivation) have a significant effect on Service Quality at Land Office of North Lombok Regency.

Based on table 4.9 above obtained F-count of 12.604 with Sig. of 0.000. The analysis results show F-count (12,604)> F-table (2.98) and Sig. (0,000) <0.05. This shows that simultaneously or together independent variables (Recruitment, Training and Motivation) have a significant effect on Service Quality at the Land Office of North Lombok regency.

V. Discussion

The results of this study indicate that the proposed regression model does not contain symptoms of normality, heteroscedasticity and multicolinieearity, which means that the multiple linear regression model in this study is BLUE (Best Linear Unbias Estimator). So that testing and analyzing on the regression model can be further done.

Discussion of research results include discussion of the effect of the variables Recruitment (X_1), Training (X_2), and Motivation (X_3), to variable Service Quality (Y) both simultaneously and partially, as follows:

a) Recruitment (X_1)

The results of partial analysis for the recruitment variable (X1) do not have a significant influence on Service Quality (Y) at the Land Office of North Lombok regency. This can be seen from the regression coefficient of 0.243 with t test results where, the value of t-count (0.773) < t-table (2.056) and significant level of 0.447 is greater than the specified significant level of 0.05.

The results of this t test show that the recruitment variable (X1) has no significant effect on the

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Quality of Service (Y) at the Land Office of North Lombok Regency. The effect of this insignificant recruitment needs to be further investigated. However, according to the author's view of the problems that occur is not yet netted applicants who have quality in accordance with the wishes of the government. Factors that cause the substance of selection / examination Employees are not able to measure the competencies possessed by applicants other than that also aspects of reasoning power, analytical power, personality, and the use of Information Technology has not been able to be measured through the tests that are now implemented.

Another factor is the application of the assessment based on the new passing grade is done in 2017 Through the Regulation of the Minister of Administrative Reform and Bureaucratic Reform (PANRB) number 22/2017. Prior to this rule, passing grade assessments have not been implemented, so the implementation of previous CPNS acceptance is done by determining acceptance based on the results of the ranking alone. Implementation based on ranking does not guarantee the nets of applicants who have good quality this is indeed very possible because all applicants do not have good quality. The problem that arises in the procedure of recruiting Candidates for Civil Servants in almost all areas of Indonesia is the issue of transparency in the recruitment of Candidates for Civil Servants, the transparency here refers to the transparency of the CPNS recruitment process, where honesty and objectivity in recruiting CPNS is the hope of the community. While the recruitment of Officials Not Fixed Refer to the regulation. Recruitment of Non-Permanent Employees shall be conducted in respective Regional Offices of BPN throughout Indonesia which shall see according to the passing standard applicable in the Regional Office of BPN where such recruitment takes place.

b) Training (X_2)

Partial analysis results for Training variables (X_2) have a significant influence on Service Quality at the Land Office of North Lombok regency. This can be seen from the regression coefficient of 0.793 with the result of t test where, the value of t-count (2,912)> t-table (2.056) and significant level 0.007 smaller than the specified significant level of 0.05.

The results of this t test show that variable variable Training (X_2) has a significant influence on Service Quality at the Land Office of North Lombok regency.

The influence of training on the quality of the waiter is due to the training at the Land Office of North Lombok regency. It has been effective, meaning that the implementation of the training participants, trainers, training materials, employee training methods are in accordance with clear standards.

c) Motivation (X_3)

The results of partial analysis for motivational variables (X_3) have a significant influence on Service Quality at the Land Office of North Lombok regency. It can be seen from regression coefficient equal to 0,579 with result of t test where, t-count value (3,206)> t-table (2.056) and a significant level of 0.004 which is smaller than the specified significant level of 0.05.

The results of this t test show that the variable Motivation (X_2) has a significant influence on Service Quality at the Land Office of North Lombok regency.

Giving motivation to employees at the Land Office of North Lombok Regency has done well, meaning in terms of endurance or diligent in doing tasks, feedback, challenging work, dislike success because of a coincidence, have responsibility for its performance already applied with good. According to Hasibuan (2005), motivation has a purpose to encourage passion and morale, improve employee morale and job satisfaction, increase employee productivity, maintain employee loyalty and stability, improve discipline and reduce employee attendance, increase creativity and employee participation and enhancing employees' sense of responsibility for their duties.

d) Implication of Research Results

The results of this research findings have three implications, namely: theoretical, practical, and policy implications. The theoretical implications in this study are as follows: The findings of this study support internal marketing theory expressed by (Supriyanto and Ernawaty, 2010). Internal marketing is a continuous process that takes place firmly within a company or organization that aligns functional processes, motivates and empowers employees at all levels of management to consistently deliver a satisfactory experience to customers. The result of the research indicates that the recruitment, training and motivation have positive and significant influence on the service quality.

Practical implications, this research can be used by the Head of Office of Land Office of North Lombok Regency in improving the quality of service for the people in North Lombok and Making consideration for the employees of Land Office of North Lombok Regency in providing better service.

Policy implications, the policy of this research can be used by the Head (Head of Office) of the Land Office of North Lombok Regency as one of the considerations in determining the specific policies related to recruitment, training and motivation. Where these three aspects are related to each other. The results of this study can also be an input for the Ministry of Agrarian Affairs (ATR)/National Land Agency (BPN) of the Republic of Indonesia and the Ministry of Administrative Reform and Bureaucratic Reform in minimizing the problems of classics in the procedure

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of recruitment of Candidates for Civil Servants in almost all parts of Indonesia that is the problem transparency in the recruitment of Candidates for Civil Servants, the transparency referred to here is about the transparency of the recruitment process of CPNS, where honesty and objectivity in recruiting CPNS, is the expectation of the community.

VI. Conclusion

The conclusions in this study are:

1. Variable Recruitment (X_1) has no significant effect on Service Quality (Y) at Land Office of North Lombok regency. This illustrates that the recruitment system of the employees at the Land Office of North Lombok regency has not changed the quality of services provided to the beneficiaries of service (community)
2. Variable Training (X_2) has a significant influence on Service Quality at the Land Office of North Lombok regency. This illustrates that trainings provide views for employees or employees of the Land Office of the northern district of Lombok in improving the quality of services provided to the community.
3. Variable Motivation (X_3) has a significant influence on Service Quality at the Land Office of North Lombok regency. This illustrates that the employees or employees of the district land office are motivated in providing quality services to the community.

a) Suggestion

Based on the results of research that has been done, it is proposed suggestions include:

1. Further research may develop outside research variables used in this study.
2. Further research is also expected to expand the object of research, for example by using a work unit within the work area of the Land Office of the Regency of West Nusa Tenggara as the object of research.
3. Researchers can then conduct research on the factors that affect the quality of recruitment, training and motivation.

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