Analysis of The Organizational Climate Factors On The Service Quality And Work Satisfaction Towards Lecturer's Work Commitments In The Specialist's Medical Education Program At Universitas Diponegoro Semarang

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Abstract---**This research investigates the factors of organizational climates, the quality of services, and the work satisfaction towards the lecturer's work commitments. The writer used a quantitative research approachex-postfacto, correlational and survey. The variables measured was consisted of the independent variable (exogenous) and the dependent variable (endogenous). The population and sample were lecturers of UniversitasDiponegoro Semarang specialist medical education program in 2019, there were 327 lecturers with a sample of 125 lecturers. The sample was selected using a simple random sampling technique. Data collections were gotten fromquestionnaires beyond theorganizational climate variables, service quality, work satisfaction and lecturer's work commitment.To analyze the data, the writer used Structural Equation Modeling (SEM) Analysis with the procedure of analysis as follows: (1) data verification, (2) data coding, (3) data entry, (4) data analysis. The result was shown that 1) the influence of organizational climate and service quality on work satisfaction at specialist medical education programis 34,8%. 2) the influence of organizational climate and service quality on the work commitment is 41,3%. 3) the effects of work satisfaction towards work commitments is 53,1%. 4) the influence of organizational climate, service quality and work satisfaction towards the work commitments is 62,4%. The conclusion can be drawn that that those three variables have a positive and significant contribution to the variable commitment of lecturers' work. The suggestion reveals that the institution needs to improve the quality of service to lecturers so that they have a good commitment and an increasing performance.**

Keywords: quality service, organizational, satisfaction, lecture, medical education

I. INTRODUCTION

The commitment of lecturers still needs to be examined because it is to increase the presence of lecturers in teaching and learning activities. In this case,

the organizational commitment in the Diponegoro University Specialist Medical Education Program (PPDS UNDIP) Semarang is related to the performance of lecturers. That with the existence of a commitment between the institution and the lecturers, it can overcome the occurrence of lecturers to leave their jobs, where they work at the same time as PPDS UNDIP as their second home. Establishing a good lecturer work commitment can be used as a central figure in the organization, so the existing lecturers' work commitment must be maintained or maintained properly. However, there are still quite a number of lecturers who do not pay attention and their time to carry out various activities on campus, and sometimes leave their main responsibility as a teacher.

The dimension of the work environment regarding the attachment of lecturers to the organization has significantly attracted the attention of researchers. The work commitment of lecturers to the organization is an important point of concern based on the premise that individuals form a relationship with the organization. Several reasons why work commitment attracts attention to be examined include: (1) because committed lecturers will produce better performance than those who are less committed (2) because work commitment to the organization is a better predictor that can be seen from the individual characteristics in lecturers or their work in increasing the quality in maximizing teaching to students (3) the career of the lecturer is very influential on work commitment in institutions, in this case PPDS UNDIP Semarang.

Changes in the work environment have had an influence on the behavior of professionals in the workplace. As stated by Kalbers and Cenker (2007), in their research on organizational commitment, these changes include changes in the profession which relate to the relationship between environmental changes and

organizational commitment in the workplace and job satisfaction. These changes can lead to low or high work commitment and job satisfaction.

Research on organizational commitment has involved many professions such as education, health, hospitality, social workers and medicine (Boehman, 2006; Maxwell and Steele, 2003; Trimble, 2006). Previous research has examined organizational commitment which has focused on the concept of work commitment, but in its development organizational commitment has been studied based on several approaches to understanding commitment, namely the attitudinal approach, the behavioral approach and the multidimensional approach. The attitudinal approach, namely commitment points to problems and loyalty, the behavioral approach emphasizes the view that investing in human resources will cause the individual to be tied to the organization / institution and the multidimensional approach (the multidimensional approach), namely commitment seen in various dimensions or source.

According to Allen and Meyer (in Kalbers and Cenker, 2007) organizational commitment has three dimensions, namely: (1). Continuance commitment, namely commitment to the organization which is based on considerations of profit and loss and the availability of other jobs; (2). Affective commitment, namely organizational commitment based on the conformity of personal values with organizational values so that there is emotional closeness; and (3). Normative commitment, namely commitment to the organization that arises because of the influence from outside the employee, including the socialization of values and goals and the institution where he works.

The work climate in an organization can affect the satisfaction and performance of its members, factors that affect the performance of members in an organization, one of which is the creation of a good atmosphere and climate. According to Boone and Kurtz cited by Dharmista (2002: 130), it defines an organization as a process composed of people who interact to achieve goals. Organizational climate is the quality of the processes in an organization to achieve predetermined goals. According to Tagiuri and Litwin in Wirawan (2008: 34) organizational climate is the quality of the organization's internal environment which is relatively ongoing and experienced by members of the organization, influencing their behavior and can be described in terms of a set of organizational characteristics or characteristics. Then suggested by Simamora (2011: 8) states that organizational climate is the internal environment or organizational psychology. Organizational climate influences Human Resources practices and policies accepted by members of the organization. Organizational climate is important because it is a person's perception of what the organization provides and is used as the basis for determining the behavior of subsequent members of the organization.

Organizational climate is not only correlated with organizational / work commitment but also with job satisfaction. Job satisfaction can be felt if the employee (lecturer) feels a match between his expectations and the reality of his work. Tiffin in As'ad (2004: 104) says that job satisfaction is closely related to the attitudes of individuals towards their own work, work situations, cooperation between leaders and fellow employees. Job satisfaction is a general attitude which is the result of several specific attitudes towards job factors, adjustment and individual social relations outside of work. Hasibuan (2003: 199) says that job satisfaction at work is the satisfaction enjoyed at work, namely by obtaining praise for work results, placement, treatment, and a good environmental atmosphere. Employees who prefer to enjoy job satisfaction at work will prioritize their work rather than remuneration even though remuneration is important.

The relationship between job satisfaction and commitment is shown through the results of research by Gregson (1992); in Rapina & Friska, 2011) which states that job satisfaction is an antecedent factor of commitment. The existence of a commitment can be an encouragement for someone to work better or on the contrary it causes someone to leave their job, due to the guidance of other commitments (Trisnaningsih, 2007). Commitment is an attitude that reflects employee loyalty to the organization and a continuous process by which members of the organization express their concern for the organization, its success and well-being. On the other hand, Poznanski & Bline's research (in Rapina & Friska, 2011) concluded that organizational commitment tends to precede and become one of the causes of job satisfaction. Organizational commitment is the degree to which an employee sides with an organization.

The results of the research from Seniati (2006) state that job satisfaction has a direct and significant positive effect on organizational commitment. Higher job satisfaction results in higher attachment to the organization. Job satisfaction is mainly felt in terms of satisfaction with leadership, satisfaction with colleagues, satisfaction with communications that occur within the organization, and satisfaction with the working conditions available in the organization. Job satisfaction has a very high effect on organizational commitment which is marked by a willingness to apply organizational values loyalty to the organization.

After cross-sectoral interactions between lecturers and faculty leaders and staff, the better it will nurture a spirit of cooperation in the form of mutual coordination of management or lecturers and staff, maintaining management cohesiveness, supporting and securing every management decision, and complementing and complementing each other. This is a common goal in order to form a work commitment. Widodo (2012) argues that the academic performance of PPs Unnes is determined by indicators of educational infrastructure (tangibles), reliability of lecturers and staff (reliability), attitudes of lecturers and academic staff (responsibility), treatment of lecturers and staff on students (assurance), understanding of customer interests. (emphaty), and satisfaction (satisfaction) in both categories.

The strategy developed in the world of higher education is that educational institutions position themselves as institutions that provide services in accordance with what the customer wants. Services or services desired by the organization, employees need motivation / encouragement so that they are willing to be

willing to improve their performance. Work commitment is a driving force that causes a person to be willing to move his / her ability, energy and time to carry out all the work that has become his duty and responsibility so that his obligations are fulfilled and the goals and objectives the organization wants to achieve are realized.

According to Tjiptono in (Sufiyyah, 2011: 85) Higher education as an educational institution so that accountability and quality are required to provide quality academic services. Higher education as a service industry must begin to think about the importance of customer service in a more mature manner, because now it is increasingly realized that customer service and satisfaction are vital aspects in order to stay in business and win severance pay.

According to Avianti in (Sufiyyah, 2011: 88) quality is something that is dynamic and continues to move, if it moves forward it is said that there is an increase in quality, if it moves backward it is said to be backwards in quality. Quality can mean superiority or excellence, namely exceeding the prevailing general standards. Something can be said to be of quality if there is a match between the conditions possessed by the object or service that wants it. Sufiyyah, (2011: 88) service quality is the extent to which the services provided by the company are in accordance with the needs and expectations of customers. The quality of academic services is the value provided by customers to what extent academic services provided are in accordance with customer expectations. Customers in this case are lecturers (internal customers according to Sallis 2011) who will say that academic services are of high quality if they match their specifications.

The definition of satisfaction in general is a feeling of pleasure when a wish is fulfilled. Satisfaction involves two components, namely expectations and perceived performance. Expectations can arise based on statements from friends, colleagues and organizations. Based on the above definition, it can be formulated that job satisfaction is a condition where expectations have been met or exceeded the expected perceptions of reality on campus. Job satisfaction is related to attitude, their sincerity when carrying out the profession.

Universities, especially the Faculty of Medicine, UNDIP Semarang, must take steps to anticipate in order to face increasingly competitive competition and are responsible for exploring and improving all aspects of services they have, because a service owned by a certain institution will be a picture of the quality of the institution. If the services provided are good, then an institution can be said to be good, but vice versa if the services provided by an institution are not satisfactory.

Based on previous studies, research is needed on the level of work commitment of lecturers as well as the factors that affect the work commitment of PPDS UNDIP lecturers to carry out various policies to maintain and increase lecturers' work commitment. In particular, research on lecturer work commitment needs to be done because lecturer work commitment can affect lecturers' behavior in the teaching and learning process, in interacting with students, colleagues and faculty or university leaders. Based on this, the researcher intends to conduct research with the title: "Analysis of Organizational Climate Factors, Service Quality and Job Satisfaction of the Work Commitment of Lecturers of the Diponegoro University Specialist Doctor Education Program, Semarang"

II. METHODS

The approaches used in this research are ex-postfacto, correlational and survey approaches. Ex-postfacto research is conducted to examine events that have occurred and then trace them to determine the factors that can cause these events.

Supomo and Indriantoro (2002: 27) that correlational research aims to determine whether there is a correlation between variables or to make predictions based on the correlation between variables. Samsudi (2009: 47), a correlational study was conducted to determine the relationship between a variable and other variables. The relationship between variables is expressed by the value of the correlational coefficient and statistical significance. Correlational research aims to find whether there is a relationship between two symptoms and to find out at what level the relationship is. The variables that will be measured are the magnitude of the correlation, namely organizational climate, service quality, job satisfaction, to the work commitment of lecturers in the specialist doctor education program (PPDS) UNDIP Semarang.

Implementation of the data collection process, researchers used a survey method, namely research that examines a broad phenomenon of the entire population. The information collected through a questionnaire is used to describe the characteristics of the perceptions about the research variables. The variables studied in this study were service quality, organizational climate, job satisfaction and lecturer work commitment.
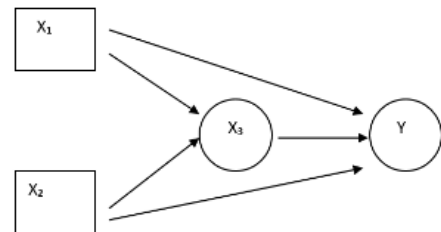

Figure 3.1 Path diagram of the relationship between variables
X_1: Organizational Climate
X_2: Qulity
X_3: Job Satisfaction
Y: Lecturer Work Commitment

The population and sample of this study were lecturers of the specialist medical education program at UNDIP Semarang. education year 2019, it was 327 lecturers. In this study, the sample was 125. The sample in this study was selected using a simple random sampling technique, where each population has the same opportunity to be a sample.

Data collection for organizational climate variables, service quality, job satisfaction and lecturer work commitment variables using a questionnaire. Questions are closed and structured, meaning that respondents' answers are limited to the alternatives that have been provided.

The collected data were then analyzed using item analysis by correlating the score of each item with the total score. If the score between the items and the total score of the correlation level is significant, it means that the measuring instrument is valid. The formula used is to use the Pearson product moment formula. Analysis of the results of the instrument trial was carried out with the SPSS version 21 for Windows program.

III. RESULT AND DISCUSSION

The result was shown that 1) the influence of organizational climate and service quality on work satisfaction at specialist medical education program is 34,8%. 2) the influence of organizational climate and service quality on the work commitment is 41,3%. 3) the effects of work satisfaction towards work commitments is 53,1%. 4) the influence of organizational climate, service quality and work satisfaction towards the work commitments is 62,4%.

Based on the results of the data analysis, it can be explained that the most dominant factor in maintaining the quality of the organizational climate is satisfaction with the organization manager.

This is in accordance with Robbins and Judge (2017: 12), that an organization is a consciously coordinated social unit with a relatively identifiable boundary, relatively working continuously to achieve a goal or a group of organizational goals. Wirawan (2008: 121) organizational climate is a relatively continuous quality of the internal environment, experienced by members of the organization, influencing their behavior and can be described in terms of a set of organizational characteristics or characteristics. Organizational climate is a concept that describes the subjective nature or quality of the organizational environment. Its elements can be perceived and understood by members of the organization and reported through an appropriate questionnaire. Sagala (2008: 131) organization climate (organizationnal climate) is a quality input that is relative from the organizational environment which is the experience experienced by members of the organization affecting their behavior.

IV. CONCLUSION

Based on the research results, it was obtained three variables have a positive and significant contribution to the variable commitment of lecturers' work, namely: 1) Organizational Climate; 2) Qulity; 3) Job Satisfaction

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