

## The Influence of Service Quality, SOP and Instructor Competence on the Satisfaction of Training Participants in Basic Safety Training and Survival Craft and Rescue Boat at the Ministry of Transportation STIP Marunda

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**ABSTRACT:** The study aimed to determine the influence of service quality, service SOP, and instructor competence on the satisfaction of participants in Basic Safety Training and Survival Craft and Rescue Boat at the Ministry of Transportation STIP Marunda. A quantitative research method was employed, utilizing questionnaires for data collection. The population consisted of 420 training participants, with a sample size of 205. Correlation analysis and multiple regression were used for data analysis. The results indicated that service quality had a significant positive influence on satisfaction by 16.8%, service SOPs had a significant positive effect by 7.8%, and instructor competence had a significant positive influence by 30.9%. Overall, service quality, service SOPs, and instructor competence collectively influenced participant satisfaction by 46.9%. Thus, better implementation of these factors led to higher satisfaction among participants in the training program.

**Keywords:** Service Quality, Service SOP, Competence and Satisfaction



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## INTRODUCTION

The Jakarta High School of Shipping Sciences (STIP) is one of the official tertiary institutions in Indonesia under the auspices of the Ministry of Transportation of the Republic of Indonesia, which was formerly known as the Academy of Sailing Sciences (AIP) or Education and Training for Sailing Experts (PLAP) Jakarta. The current location of the STIP Jakarta campus is located on Jalan Marunda Makmur, Marunda Village, Cilincing District, North Jakarta. Shipping College is a shipping education under the auspices of the Transportation Training Agency of the Republic of Indonesia. Founded in 1953 the Academy of Shipping Sciences organizes a Diploma III Program (equivalent to a BSc) with 2 majors including: Nautics and Engineering (Class III competency certificate), 3-4 years of study (Aryani et al., 2023; Kumar et al., 2022; Sá et al., 2016; Sutaryo et al., 2022).

In 1998 the Institute was granted a license to organize Familiarization Training, Basic Safety Training, Proficiency in Survival Craft and Rescue Boat, Advance Fire Fighting, Tanker

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Familiarization, Oil Tanker, Liquefied Gas Tanker, Chemical Tanker, GOC-GMDSS, Medical First Aid Training, Medical Care Training and Radar /ARPA Training. One important element in training activities, in addition to teaching and learning activities, is quality training support services and the availability of infrastructure facilities to support the training activities (Haddad & Fournier, 1995; Hardell et al., 2020; Hisham et al., 2021; Lee & Braham, 2020; Yusof et al., 2014).

Satisfaction is the difference between expectations and performance (which is actually accepted). If expectations are high, while performance is low, satisfaction will not be achieved. The theory of customer satisfaction is always based on eliminating or at least narrowing the gap between expectations and performance.

The main factor determining the satisfaction of training participants is the training participants' perceptions of service quality. To produce quality service in a company, it can be started by measuring the quality of service that has been provided to its customers through a measurement model (Diaz-Serrano & Meix-Llop, 2019; Konte & Vincent, 2021; Musenze & Mayende, 2021; Osei-Kojo, 2017; Pai et al., 2022).

With the existence of good service quality in a company, it will create satisfaction for its customers. After consumers are satisfied with the product or service they receive, consumers will compare the services provided. If consumers feel completely satisfied, they will repurchase and provide recommendations to others to buy at the same place. Therefore companies must start thinking about the importance of customer service in a more mature way through service quality, because now it is increasingly realized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition.

Based on observations in the field, currently there are still many criticisms and suggestions (from the suggestion book) regarding the quality of service and teaching, especially in terms of cleanliness and comfort. This shows that the participants are still dissatisfied with the services and teaching that have been provided by STIP Marunda Jakarta. Therefore, the leadership of STIP Marunda Jakarta needs to improve the quality of service quality orientated towards service user satisfaction (Doh, 2017; Khan & Su, 2003; Kyriacou & Roca-Sagalés, 2019; Musenze et al., 2014; Ren et al., 2022).

In addition to service quality, student satisfaction is also influenced by SOP factors. SOP is a written and structured guideline and is used as a reference in doing a job properly so that organizational goals can be achieved. The benefits of SOP according to Tambunan (2011:30-31) are as a basis for controlling the implementation of SOP implementation in the company. Implementing SOPs properly results in the smooth running of the company's operational activities, customer satisfaction, and maintaining the good name and quality of the company so that the company can survive in these increasingly stringent business conditions (Cheng et al., 2020; Kusnandara, 2019; Ozbekler & Ozturkoglu, 2020; Thuy et al., 2020; Vashishth et al., 2021).

STIP Marunda as a training provider certainly has the infrastructure as a facilitator who plays an

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important role in the effectiveness of the training. However, based on the results of field observations, cases were found with the infrastructure used, namely buildings that were not maintained and had inadequate eligibility standards. It can be seen that the hall provided is very unkempt, the color of the paint has faded and many of the ceilings are leaking and damaged (Purwanto et al., 2019; Saayman et al., 2016; Thompson, 2017; Wu & Lin, 2020; Zhu & Peyrache, 2017).

The training participants' satisfaction is also influenced by the instructor's competency factor. Instructor is someone who is given the task, authority and full rights to carry out training to trainees in a particular field. However, based on an interview with one of the employees who had attended the training, it was found that there was a lack of instructors who were experts or capable in transferring or imparting knowledge to the trainees so that the desired goals were not achieved. For example, there is a trainer who is skilled and smart but cannot teach and communicate effectively, so the trainer is only smart and expert for himself. In addition, there was no permanent trainer available at STIP Marunda Jakarta, so they had to borrow instructors as resource persons from various agencies depending on the material and type of training (Lanin & Hermanto, 2019).

1. Customer satisfaction

a. Definition of Satisfaction

Thamrin & Francis (2012: 38) argues that: "satisfaction is the level of one's feelings after comparing the performance (results) they get with their expectations." So the level of satisfaction is a function of the difference between perceived performance and expectations. Customers can experience one of several general levels of satisfaction.

- 1) If performance falls below expectations, the customer will be dissatisfied
- 2) If performance matches expectations, the customer will be satisfied
- 3) If performance exceeds expectations, the customer will be highly satisfied, delighted, or happy.

Meanwhile, customer satisfaction is the result that buyers feel from company performance that meets their expectations. Customers are satisfied when their expectations are met and happy or happy when their expectations are exceeded. Satisfied customers stay loyal longer, buy more, are less price sensitive, and leave favorable comments about company.

The level of satisfaction is a function of the difference between perceived performance and expectations. If performance is below expectations, the customer will be disappointed. If performance meets expectations, the customer will be satisfied, and if performance exceeds expectations, the customer will be highly satisfied. Customer expectations are formed by past experiences, comments from relatives and promises and information from marketers and competitors (Asep Chandra Hidayat, 2016: 189).

The definition of community satisfaction according to the Decree of the Minister for Administrative Reform Number KEP/25/M.PAN/2004 concerning General Guidelines for Compiling a Community Satisfaction Index provides an understanding of community satisfaction as the result of public opinion and evaluation of the performance of public service apparatus services. This means that community satisfaction can be seen from the extent to which people feel there is no difference between the conditions required and the actual conditions that are occurring

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when the service is performed.

Consumers can experience one of three levels of general satisfaction, namely if performance is below expectations, consumers will feel disappointed, but if performance matches expectations, consumers will feel satisfied and if performance exceeds expectations, consumers will feel very satisfied, happy or excited.

According to Kotler & Keller (2016: 150), "Satisfaction is a person's feelings of pleasure or dissatisfaction that result from comparing a product's perceived performance or outcome to expectations. If the performance falls short of expectations, the outcome is dissatisfied. If it matches expectations, the customer is satisfied or delighted. Which means satisfaction is a person's feeling of satisfaction or disappointment resulting from a comparison of product performance or results with expectations. If the performance is less than expectations, the consumer will be disappointed and if it is in accordance with expectations, the consumer will feel satisfied, interpreted as an effort to fulfill something or make something adequate.

From some of the definitions above, it can be concluded that consumer satisfaction is a feeling of pleasure or disappointment from consumers after comparing the expectations of a product with the performance of the product itself.

The greater the shortage of things needed by someone, the higher the level of dissatisfaction. According to Kotler quoted by Sunyoto (2012: 223) argues that:

"Customer satisfaction is the level of one's feelings after comparing the perceived performance (or results) with their expectations. So, the level of satisfaction is a function of the difference between perceived performance and expectations. Customers can experience one of three levels of general satisfaction, namely if the performance is below expectations, the customer will feel disappointed, but the performance is in accordance with expectations, the customer will feel satisfied, and if the performance exceeds expectations, the customer will feel very satisfied, happy, or excited.

Public services carried out by public service administrators in essence do not merely carry out administrative services, but cover more fundamental issues, namely fulfilling the wishes of the community as consumers. This is considered very reasonable because public service institutions established by the State have a basic obligation to provide quality services and fulfill the wishes of the community as consumers.

Based on some of the opinions above, it can be concluded that customer satisfaction is the opinion and assessment of customers after comparing the perceived service performance of public service personnel (or results) with what is expected, which is influenced by various factors such as service quality, service officer responsibilities, officer attitudes services and service outcomes received by the community.

### **b. Benefits of Community Satisfaction**

According to Fandy Tjiptono and Gregorius Chandra (2012: 57) broadly speaking, customer

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satisfaction provides two main benefits for companies, namely in the form of consumer loyalty and word-of-mouth advertising or what is commonly referred to as positive word-of-mouth. In more detail, the specific benefits of customer satisfaction for companies include: a positive impact on customer loyalty; potential to become a source of future income (especially through repurchases, cross-selling, and up-selling); reduce consumer transaction costs in the future (especially costs – costs of communication, selling, and customer service); reduce volatility and risks associated with predicting future cash flows; increased price tolerance (especially willingness to pay premium prices and consumers less tempted to switch suppliers); positive word-of-mouth recommendations; consumers tend to be more receptive to product - line extensions, brand extensions, and new add - on services offered by companies; as well as an increase in the company's relative bargaining power against a network of suppliers, business partners, and distribution channels.

### **c. Community Satisfaction Measurement Methods**

According to Kotler quoted by Fandy Tjiptono (2012: 315) there are several methods used by each company to measure and monitor the satisfaction of its customers and competitors' consumers. Kotler identified four methods for measuring customer satisfaction, including:

#### **1) Complaint and Suggestion System**

A consumer-oriented company will provide ample opportunities for its customers to submit suggestions and complaints, for example by providing suggestion boxes, comment cards and others. Information from these consumers will provide input and ideas for companies to react responsively and quickly in dealing with problems that arise. So that the company will know what its customers are complaining about and immediately fix it. This method focuses on problem identification and also collects suggestions from consumers directly.

#### **2) Ghost Shopping (Mystery Shopping)**

One way to get an idea of customer satisfaction is to employ ghost shoppers to play or pretend to be potential customers. As a potential buyer of products from the company and also from competitors' products. Then they will report their findings regarding the strengths and weaknesses of the company's products and competitors based on their experiences in purchasing these products. Apart from that, ghost shoppers can also observe how every complaint is handled, both by the company concerned and from its competitors.

#### **3) Lost Customer Analysis**

The company will contact its consumers or at least find out its consumers who have stopped buying products or who have changed suppliers, in order to understand the reasons why these consumers have moved elsewhere. With an increase in customer lost rate, where an increase in customer lost rate indicates the company's failure to satisfy its customers.

#### **4) Consumer Satisfaction Survey**

Most consumer satisfaction research is conducted using the survey method, both surveys by post, telephone, e-mail, website, and in-person interviews. Through the survey, the company will get direct responses and feedback from consumers and will also give a positive impression on its customers.

### **d. Purpose of Measuring Community Satisfaction**

According to Fandy Tjiptono (2012: 320) measurement of satisfaction is carried out for various

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purposes, including:

- 1) Identify consumer requirements (importance ratings), namely aspects that are considered important by consumers and influence whether they are satisfied or not
- 2) Determine the level of customer satisfaction with organizational performance on important aspects.
- 3) Comparing the level of customer satisfaction with the company with the level of customer satisfaction with other organizations, both direct and indirect competitors.
- 4) Identify PFI (Priorities for Improvement) through gap analysis between importance and satisfaction scores.
- 5) Measures the consumer satisfaction index which can be a reliable indicator in monitoring development progress from time to time.

It is. Dimensions of Community Satisfaction

According to Irawan (2012: 37), the factors driving customer satisfaction are as follows:

- 1) Service performance, service performance is a matter of great concern to companies engaged in the service sector. This is because, companies engaged in the service sector affect the performance of their services. Service performance is closely related to customer satisfaction.
- 2) Price, for sensitive customers, usually low prices are an important source of satisfaction because customers will get a high value for money.
- 3) Service quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular is SERVQUAL.
- 4) Emotional Factor, customers will feel satisfied (proud) because of the emotional value given by the brand of the product.
- 5) Cost and convenience, customers will be more satisfied if it is relatively easy, comfortable and efficient in getting a product or service.

## 2. Training participants

Training participants are people who come to education and training programs (Training) with the aim of getting added value in the form of increased knowledge and skills or competencies. Each training participant has different intentions, interests, motivations, hopes and needs when they come to the training room.

All of these differences can certainly affect the behavior of the training participants while attending the training. There are those who are serious about gaining new knowledge and skills, there are those who are angry because they are assigned to take part in training, there are those who are relaxed and don't care because they perceive the training as a recreation of their routine activities or the participants are bored because the training material falls short of the knowledge they already have and other behaviors. which could be, if there are 30 participants in the training, then there are 30 different behaviors that the training facilitator has to deal with.

## 3. Type of Training

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There are three types of education and training, namely: leadership training, functional training, and technical training. The three types of education and training have different meanings and objectives.

- a. Leadership training, namely training that aims to produce change leaders. The competency built in the leadership training is being able to lead change by building a strong and effective change team. Leadership training is focused on sharpening specific experts both in work and managerial fields.
- b. Functional training, which is intended to achieve competency requirements in accordance with the type and level of each functional position, the type and level of functional training for each functional position is determined by the supervisory agency for the functional position concerned.
- c. Technical training, intended to achieve the technical competency requirements needed for the implementation of tasks, the type and level of technical training is determined by the relevant technical agency.

#### 4. Service quality

##### a. Definition of Service Quality

The word quality contains many definitions and meanings because different people will interpret it differently, such as conformity to requirements or demands, suitability for use, continuous improvement, freedom from damage or defects, meeting customer needs, doing everything that makes one happy. In the perspective of TQM (Total Quality Management) quality is viewed broadly, namely not only aspects of results that are emphasized, but also include processes, environment and people. This is clearly seen in the definition formulated by Goeth and Davis quoted by Tjiptono (2011: 51) that quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. On the other hand, definitions of quality vary from the controversial to the more strategic.

According to Garvin quoted by Tjiptono (2011: 143) states that there are five perspectives regarding quality, one of which is that quality is seen depending on the person judging it, so that the product that best satisfies one's preferences is the product of the highest quality.

Service is an activity carried out by a person or group in providing satisfaction to those who receive service. Services take place routinely and continuously covering the entire life of people in society. Pasolong in his book *Bureaucratic Leadership* explains service is the activity of a person, group and or organization either directly or indirectly to meet needs, (Pasolong, 2011: 198).

Ratminto and Winarsih (2011:52-53) argue that good service will only be realized if:

"Strengthening the bargaining position of service users (community) gets top priority. Thus, service users are placed at the center who receive support from a) Service organization culture that prioritizes the interests of the community, especially service users, b) Service systems in service delivery organizations, and c) Human resources oriented to the interests of service users.

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Based on the three opinions that have been stated above, that service is a form of interaction between a person or a particular group that aims to meet the needs to be achieved. In addition, services do not have a form but quickly disappear, can be felt, and in practice requires community participation in the service process.

Service quality is a service activity organized by the government to serve various public interests as the duties and functions of the government (Indah Wahyu Maesarini, 2017: 164).

Based on the various opinions above, the researcher concludes that service is an activity carried out by a person or a group of people to meet the needs of others in accordance with predetermined procedures and systems.

### **b. Public service**

Communities need services to meet various kinds of needs that cannot be fulfilled alone. The government has an important role to provide public services in accordance with what has been mandated in Law Number 25 of 2009 concerning public services (article 1) which states that "Public service is an activity or series of activities in the framework of fulfilling service needs in accordance with statutory regulations for every citizen. and residents for goods, services and/or administrative services provided by public service providers". The low quality of public services provided by government officials is a bad image of the government in society. Some people who have dealt with the bureaucracy always complain and are disappointed with the services provided (Rizka Mardiyanto and Mary Ismowati, 2017: 184).

Public services are very closely related to the government, because one of the responsibilities of the government is to provide services to the community. The quality of public services received by the community directly can be used as a benchmark in assessing the quality of government. Public services in their development arise from the existence of obligations as a process of implementing government activities both individually and in groups. Public services have an important role in people's lives today because not all services or services are provided by the private sector, therefore the government has an obligation to meet the needs of public services that are not provided by the private sector.

According to Sinambela (2011: 5) public service is defined as providing services (serving) the needs of people or communities who have an interest in the organization in accordance with the basic rules and procedures that have been determined. The principles of public service contained in the law include:

#### **1) Public interest**

That is, the provision of services should not prioritize personal and or group interests.

#### **2) Legal certainty**

Namely guarantee the realization of rights and obligations in the delivery of services.

#### **3) Equal rights**

That is, the provision of services does not discriminate between ethnicity, race, religion, class,



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gender, and economic status.

4) Balance of rights and obligations

That is, the fulfillment of rights must be proportional to the obligations that must be carried out, both by the provider and recipient of the service.

5) Professionalism

Namely service executors must have competence in accordance with the field of duty.

6) participatory

Namely increasing community participation in the delivery of services by taking into account the aspirations, needs and expectations of the community

7) Equal treatment/non-discriminatory

That is every citizen has the right to get fair service

8) Openness

That is, each service recipient can easily access and obtain information about the desired service.

9) Accountability

That is, the process of providing services must be accountable in accordance with the provisions of laws and regulations.

10) Facilities and special treatment for vulnerable groups, namely providing convenience to vulnerable groups so as to create justice in services.

11) Punctuality

That is the completion of each type of service carried out on time in accordance with service standards.

12) Speed, convenience and affordability

Namely every type of service is done quickly, easily and affordably.

Based on the definition above, the researcher concludes that public service is a series of processes or efforts carried out by individuals and public agencies to achieve certain goals or implement statutory provisions.

## METHOD

The approach in this research is a quantitative approach, because this research is presented with numbers. This is in accordance with the opinion (Arikunto; 2012: 12) which suggests quantitative research is a research approach that requires a lot of numbers, starting from data collection, interpretation of the data, and the appearance of the results.

The type of research used by the author in preparing this thesis is a type of correlational research. Correlational research according to Silaen and Widiyono (2013: 21) is: A study designed to determine the level of relationship between different variables based on the correlation coefficient.

The cause and effect relationship between one subject and another being studied is not manipulated, because ex-post facto research only reveals symptoms that exist or have occurred. The facts in this study are disclosed as they are from the data collected. Thus this study reveals the relationship of the existing variables. In this type of research, it can be seen how much the independent variables contribute to the dependent variable and the direction of the relationship

that occurs.

## **RESULT AND DISCUSSION**

### **1. The Effect of Service Quality on the Satisfaction of Training Participants in Basic Safety Training and Survival Craft and Rescue Boat at the Ministry of Transportation, STIP Marunda**

Based on the respondents' answers to the service quality variable, it can be concluded that the quality of education and training services at the Ministry of Transportation STIP Marunda can be said to be good, and the results of the study show that service quality affects the satisfaction of training participants in Basic Safety Training and Survival Craft and Rescue Boat at the Ministry of Transportation STIP Marunda.

The results of this study show the value of  $R = 0.400$ , which means the relationship between the two variables has a moderate degree of relationship ( $0.400 - 0.599$ ), and Adjusted R Square =  $0.156$ , indicating that  $0.156$  or  $15.6\%$  satisfaction of Basic Safety Training and Survival Craft and Training participants The Rescue Boat at the Ministry of Transportation STIP Marunda is influenced by service quality variables. This shows that the variable of service quality (X1) t-count value is  $6.486 >$  t-table value of  $1.971$  with a significance value of  $0.001$  which is below or smaller than  $0.05$  which states that the first hypothesis (H1) is accepted.

Thus, it can be stated that the better the quality of service, the greater the satisfaction of participants in Basic Safety Training and Survival Craft and Rescue Boat Training at the Ministry of Transportation, STIP Marunda.

Service is an activity carried out by a person or group of people to meet the needs of others in accordance with predetermined procedures and systems. Service is a factor that determines the success of a profit-oriented organization. Service is related to the level of customer satisfaction, so that customers will become loyal customers, even though there are so many other similar products or services and they are easy to obtain. Service quality consists of 5 (five) dimensions, namely reliability, responsiveness, assurance, and empathy, tangibles.

The concept of service guarantee was created to shape the attitude and behavior of service development to provide a strong and basic form of service, so that an assessment is in accordance with the service guarantee received. The essence of the concept of service guarantee here is to show all forms of actualization of service activities that satisfy people who receive services in accordance with responsiveness, foster assurance, show physical evidence (tangibles) that can be seen, feel a caring attitude (empathy) from people who provide services in accordance with their reliability, and carry out the overall services provided consistently to satisfy consumers.

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This research is supported by research conducted by Yugi Mugi Rahayu (2017) which concluded that service quality had a 50.5% greater effect on satisfaction than the results of this study which concluded service quality only had an effect of 16.8%.

### **2. The Effect of SOP on the Satisfaction of Training Participants in Basic Safety Training and Survival Craft and Rescue Boat at the Ministry of Transportation, STIP Marunda**

Based on the respondents' answers to the SOP variable, it can be concluded that the SOP for education and training at the Ministry of Transportation, STIP Marunda, can be said to be good, and the lowest score is for the Substance indicator. The SOP is made in detail so that the work is carried out more efficiently and the SOP is in accordance with established general standards, so it needs to be improved. The results of the study show that the SOP has an effect on the satisfaction of the Basic Safety Training and Survival Craft and Rescue Boat training participants at the Ministry of Transportation, STIP Marunda.

The results of this study show the value of  $R = 0.287$ , which means the relationship between the two variables has a low degree of relationship (0.200 – 0.399), and Adjusted R Square = 0.078, indicating that 0.078 or 7.8% satisfaction of Basic Safety Training and Survival Craft and Training participants The Rescue Boat at the STIP Marunda Ministry of Transportation is influenced by the SOP variable. This shows that the SOP variable ( $X_2$ ) t-count value is  $4.274 > t$ -table value of 1.971 with a significance value of 0.001 which is below or smaller than 0.05 which states that the second hypothesis ( $H_2$ ) is accepted.

Thus, it can be stated that the better the SOP, the satisfaction of the Basic Safety Training and Survival Craft and Rescue Boat Training participants will also increase at the Ministry of Transportation, STIP Marunda.

Training participants' satisfaction can be measured through the existence of procedures that are not difficult, easy or simple requirements, and services that meet expectations. In achieving this goal, government agencies must pay more attention to SOP as well as possible. The influence of SOP on the satisfaction of training participants is very large because in the SOP there are service guidelines that must be implemented so that training participants will feel satisfied with the services provided if they are in accordance with the existing SOP. If the training participants' satisfaction can be achieved, several benefits will be obtained, including the relationship between government agencies and the community to be good and harmonious so that the training participants do not feel afraid or reluctant to take care of the things they need. In addition, it will create a sense of trust in the training participants in the institution.

This research is supported by research conducted by Tiara Citra Mukti (2017) which concluded that Service Standard Operating Procedures (SOP) have a simultaneous effect on Consumer Satisfaction.

3. The Effect of Instructor Competency on the Satisfaction of Training Participants in Basic Safety Training and Survival Craft and Rescue Boat at the Ministry of Transportation, STIP Marunda

Based on the respondents' answers to the instructor competency variables, it can be concluded that the instructor competencies at the Ministry of Transportation STIP Marunda can be said to be good, the lowest scores are on the indicators of morality and authority indicators so that the competence of instructors needs to be improved. As well as the results of the study showing that the instructor's competency influences the satisfaction of Basic Safety Training and Survival Craft and Rescue Boat training participants at the Ministry of Transportation, STIP Marunda.

and the results of the study show that instructor competence influences the satisfaction of Basic Safety Training and Survival Craft and Rescue Boat training participants at the Ministry of Transportation, STIP Marunda.

The results of this study show the value of  $R = 0.559$ , which means the relationship between the two variables has a moderate degree of relationship ( $0.400 - 0.599$ ), and Adjusted R Square =  $0.309$ , indicating that  $0.309$  or  $30.9\%$  satisfaction of Basic Safety Training and Survival Craft and Training participants The Rescue Boat at the Ministry of Transportation STIP Marunda is influenced by the instructor competency variable. This shows that the instructor competency variable ( $X_1$ ) t-count value is  $9.609 >$  t-table value of  $1.971$  with a significance value of  $0.001$  which is below or smaller than  $0.05$  which states that the third hypothesis ( $H_1$ ) is accepted.

Thus, it can be stated that the better the instructor's competency, the satisfaction of the Basic Safety Training and Survival Craft and Rescue Boat Training participants at the Ministry of Transportation STIP Marunda will also increase. Training participant satisfaction is a comparison between what is expected when deciding to take part in training activities with what is felt during the training and after the training program is over.

Instructor competence is defined as mastery of a task (teaching and educating), skills, attitudes, and appreciation needed to support the success of the learning process that is carried out. Thus, the competence possessed by each instructor will show the actual quality of the training participants. These competencies will be realized in the form of mastery of skills, knowledge, and professional attitude in carrying out the duties and functions as an instructor.

Oemar Hamalik (2015) says that the learning process and learning outcomes are not only determined by the institution, pattern, structure and content of the curriculum, but are largely determined by the competence of the instructors who teach and guide them. Competent instructors will be better able to create an effective, enjoyable training environment and will be better able to manage their classes so that training participants'

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learning is at an optimal level.

This research is supported by research conducted by Imanuel Daasar, Mardji, Eddy Sutadji, Isnandar (2017) which concluded that lecturer competence simultaneously influences student satisfaction.

#### 4. The Influence of Service Quality, SOP and Instructor Competence together on the Satisfaction of Training Participants in Basic Safety Training and Survival Craft and Rescue Boat at the Ministry of Transportation, STIP Marunda

Based on the respondents' answers to the variable satisfaction of participants in Basic Safety Training and Survival Craft and Rescue Boat Training at the Ministry of Transportation, STIP Marunda, it can be said that it is already good. The lowest score is on the easy procedure indicator so it needs to be improved. The results showed that the value of  $R = 0.691$ , which means that the relationship between service quality, SOP and instructor competency has a strong degree of relationship (0.600 – 0.799) and Adjusted R Square = 0.469, indicating that 0.469 or 46.9% satisfaction of participants in Basic Safety Training and Survival Craft and Rescue Boat at the Ministry of Transportation STIP Marunda is influenced by service quality, SOP and instructor competency variables.

The results of this study indicate that simultaneously service quality, SOP and instructor competence have a significant effect on satisfaction. This shows that the calculated F-value is  $61.103 >$  the F-table value of 2.65 with a significance value of 0.000 which is below or smaller than 0.05 which states that the fourth hypothesis (H4) is accepted.

Through good work motivation, in carrying out every task and work assigned to employees can be done with high self-confidence, accompanied by high morale as well. The more they are motivated, the more their totality in work will increase and will have a positive impact on the increase in professionalism achieved.

Within the scope of education and training, realizing satisfaction for training participants as customers, through service quality has not been fully understood both personally by the HR managing the training and as an institution. Service quality must start from customer needs and end with customer satisfaction and positive perceptions of service quality (Keller & Koetler, 2013), including in this case the implementation of training SOPs.

A number of empirical studies have concluded that customer satisfaction is positively related to perceptions of service quality or a service). The higher the satisfaction of the training participants as customers, it means that their expectations of the training process are fulfilled. Training participant satisfaction is a comparison between what is expected when deciding to take part in training activities with what is felt during the training and after the training program is over.

Thus, service quality, SOP and instructor competence are the elements that function to

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form high training participant satisfaction. Judging from the coefficient of determination above, it is known that the level of variation is 46.9%. This means that the satisfaction of Basic Safety Training and Survival Craft and Rescue Boat Training participants at the Ministry of Transportation STIP Marunda is due to the diversity of service quality factors, SOPs and instructor competence where only 53.1% of Basic Safety Training and Survival Craft and Rescue Training participants satisfaction The boat at the STIP Marunda Ministry of Transportation is influenced by other factors which in this study were not analyzed such as the work environment, discipline and many other factors.

## CONCLUSION

From the results of research and discussion regarding the effect of service quality, SOP and instructor competence on the satisfaction of Basic Safety Training and Survival Craft and Rescue Boat Training participants at the Ministry of Transportation STIP Marunda, the following conclusions can be drawn:

1. Service quality has a positive and significant influence on the satisfaction of Basic Safety Training and Survival Craft and Rescue Boat Training participants at the Ministry of Transportation STIP Marunda by 16.8% with  $r = 0.414$ , and  $t_{count} 6.486 > t_{table} 1.971$  then H1 is accepted.
2. SOP has a positive and significant influence on the satisfaction of participants in Basic Safety Training and Survival Craft and Rescue Boat Training at the Ministry of Transportation STIP Marunda of 7.8% with  $r = 0.287$ , and  $t_{count} 4.274 > t_{table} 1.971$  then H2 is accepted.
3. Instructor competence has a positive and significant influence on the satisfaction of Basic Safety Training and Survival Craft and Rescue Boat Training participants at the Ministry of Transportation STIP Marunda by 30.9% with  $r = 0.559$ , and  $t_{count} 9.609 > t_{table} 1.971$  then H3 is accepted.
4. Service quality, SOP and instructor competence have a positive and significant influence on the satisfaction of Basic Safety Training and Survival Craft and Rescue Boat Training participants at the Ministry of Transportation STIP Marunda by 46.9%, the remaining 53.1 is influenced by other variables not examined (Epsilon) . With  $R = 0.691$ , and  $F_{count} 61.103$  with  $sig = 0.000 < 0.05$  then H4 is accepted.

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