THE EFFECT OF SERVICE QUALITY ON EMPLOYEE PERFORMANCE AT PT BOSOWA BERLIAN MOTOR MAKASSAR

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Abstract

The Influence of Service Quality on Employee Performance at PT Bosowa Berlian Motor Makassar, supervised by Prof. Dr. H. Muh. Asdar, SE., M.Si. and Dr. Muhammad Ismail, SE., M.Si The purpose of this study was to determine and analyze the effect of service quality on employee performance at PT Bosowa Berlian Motor Makassar. The object of research is PT. Bosowa Berlian Motor Makassar. The method used is descriptive analysis and multiple linear analysis. The data collection technique in this study is a questionnaire with Multiple Linear Regression Analysis with the help of SPSS 24 software. The results of this study indicate that the better the quality of the company's service to customers, the higher the employee's performance.

Keywords : *Service quality, employee performance*

A. INTRODUCTION

In this era of globalization, business competition has become very sharp, both in the domestic (national) market and in the international or global market. Any product produced is inseparable from service elements, be it services as a core product.

Customer satisfaction is the level of one's feelings after comparing the performance or results that are felt then compared with expectations. The level of customer satisfaction is very dependent on the quality of a product or service. Measuring customer satisfaction is an important element in providing better, more efficient and more effective services.

The role of employees is very important to support the success of every company, especially companies engaged in the service sector. Because employees have the ability to influence buyer perceptions, employees are part of the service itself. So that for customers, employees function as communicators as well as representatives of the company's image. Employee performance is shown through the quality of service provided to customers so that the company can evaluate the quality of employee service. The key to providing better service quality is meeting or exceeding target customer service quality expectations.

PT Bosowa Berlian Motor Makassar is a company engaged in the automotive sector, including in automotive maintenance services, namely car maintenance services, especially the well-known Mitsubishi brand. The official workshop of PT Bosowa Berlian Motor Makassar does not only prioritize work results in car maintenance, but on the other hand it is more about customer service by prioritizing customer satisfaction.

The quality of service at PT Bosowa Berlian Motor has so far not experienced many problems, it's just that there are some customers/customers who are still dissatisfied with the service at PT Bosowa Berlian Motor. So it is necessary to make improvements for employees, because the performance of employees at PT Bosowa Berlian Motor is quite good, but many employees do not want to change for the better so that performance becomes less than optimal. Based on the background of these problems, the authors feel interested in conducting research on "The Influence of Service Quality on Employee Performance at PT Bosowa Berlian Motor Makassar"

B. LITERATURE REVIEW

In a company, human resource management cannot be separated, with humans as employees, a company is able to move and produce a product or service. And from the product or service then the company can benefit. Seeing the important role of human resources in the company, it is necessary to have a way to make employees empowered effectively and efficiently. That way is called human resource management.

Theoretical review Human Resource Management (HRM) is one area of general management which includes aspects of planning, organizing, implementing and controlling. The term management has a meaning as a collection of knowledge about how to manage human resources. In an effort to achieve company goals, the problems faced by management are not only found in raw materials, work tools, production machines, money and the work environment, but also involve employees (human resources) who manage these other production factors.

According to Hasibuan (2019: 10) says "Human resource management is the science and art of managing relationships and the role of the workforce so that it effectively and efficiently helps the realization of company, employee and community goals".

According to (Arif Yusuf Hamali 2018: 2) states that "HR Management is a strategic approach to skills, motivation, development, and management of organizing resources".

According to (Prasadja Ricardianto 2018: 15) states that "Human Resource Management is a science or method of how to regulate the relationship and role of resources (labor) owned by individuals efficiently and effectively and can be used optimally so that (goal) with the company , employees and society maximally.

According to Garry Dessler (2011: 5), states that "Human resource management is the policy and practice of determining aspects of "human" or human resources in management positions, including recruiting, screening, training, rewarding, and assessment ".

Based on some of the definitions above, it can be concluded that human resource management is a study of human labor (employee) issues which are arranged according to the order of their functions, namely in each division (sales,

service, and spare parts), so that they are effective and efficient in realizing goals company.

1. Human Resource Management Function

Understanding the function of human resource management will make it easier to identify human resource management goals. Following are the functions of human resource management according to experts:

The function of human resource management according to (Arif Yusuf Hamali 2018: 6), namely:

Planning

Planning is the activity of estimating the condition of the workforce, so that it fits the needs of the organization effectively and efficiently, in helping the realization of goals. The plan determines the employment program includes organizing, directing, controlling, procuring, developing, compensating, integrating, maintaining, disciplining, and terminating employees.

Organizing

Organizing is an activity to manage employees by determining the division of labor, work relations, delegation of authority, integration and coordination in the form of an organizational chart. Organization is only a means to an end. A good organization will help achieve goals effectively.

Direction and procurement

Direction is the activity of giving instructions to employees, so they want to cooperate and work effectively and efficiently in helping achieve organizational goals. Directions are carried out by leaders who with their leadership will give directions to employees so that they do all their duties properly. Procurement is a process of withdrawal, selection, placement, orientation and induction to get employees that match the needs of the organization.
Good procurement will help realize the goal.

Control

Control is the activity of controlling employees so that they comply with organizational regulations and work according to plan. If there is storage, corrective and/or improvement actions are carried out. Employee controls include attendance, discipline, cooperative behavior, and maintaining the work environment situation.

Development

Development is a process of increasing the technical, theoretical, conceptual, and moral skills of employees through education and training. The education and training provided should be in accordance with current and future job needs.

Compensation

Compensation is the provision of direct remuneration in the form of money or goods to employees in exchange for services provided to the organization. The principle of compensation is fair and proper, fair is defined according to work performance, while decent is defined as being able to meet primary needs.

Integration

Integration is an activity to unify the interests of the organization and the needs of employees, in order to create harmonious and mutually beneficial cooperation. On the one hand the organization gains success/profit, while on the other hand employees can meet the needs of their work. Integration is important and quite difficult in human resource management, because it brings together two different interests.

Maintenance

Maintenance is an activity to maintain or improve the physical, mental and loyalty conditions so that they continue to work together until retirement. Good maintenance is carried out with a welfare program based on the needs of the majority of employees, as well as being guided by internal and external consistency.

Discipline

Discipline is an important function of human resource management and is the key to realizing organizational goals, because without discipline it is difficult to achieve maximum goals. Discipline is the desire and awareness to obey organizational rules and social norms.

Termination

Dismissal is the termination of the employment relationship of an employee of an organization. This termination is caused by the wishes of the employee, the desire of the organization, the end of the employment contract, retirement, or other reasons. Implementation of management functions as well as possible in managing employees will make it easier to achieve organizational goals and success.

2. Human Resource Management Objectives

According to (Arif Yusuf Hamali 2018:15) states that human resource management contains the following four objectives:

social goals

The social goal of human resource management is for organizations or companies to be socially and ethically responsible for the needs and challenges of society by minimizing their negative impact. Organizations or business companies are expected to improve the quality of society and help solve social problems. The implication of HRM social goals in companies is the addition of social responsibility to corporate goals or what is known as Corporate Social Responsibility (CSR) such as environmental health programs, environmental improvement projects, training and development programs (Research & Development), as well as organizing movements and sponsoring various social activities.

The company is an integral part of people's lives. Companies will be effective as long as they carry out activities that are needed by society. The company's contribution to society indicates that factors outside the organization will influence the activities and progress of the organization. Society expects business firms to provide needed products and services at a fair price level, quality, and timely delivery. Society expects business enterprises to adhere to social values and norms. Society wants every

business company to be able to absorb and utilize existing human resources, and in the end the community wants every employee to be treated fairly and wisely.

Organizational Goals

Organizational goals are formal goals set to help an organization achieve its goals. The human resources division improves organizational effectiveness in the following ways:

1) Provide a highly trained and highly motivated workforce.
2) Utilizing manpower efficiently and effectively.
3) Develop the quality of work by opening opportunities for the realization of self-actualization of employees.
4) Providing equal employment opportunities for everyone, a healthy and safe work environment, and providing protection for employee rights.
5) Disseminating human resource policies to all employees. The key to organizational survival lies in the effectiveness of the organization in fostering and utilizing employee skills by trying to minimize employee weaknesses. Organizational effectiveness depends on the effectiveness of its human resources, without a competent workforce, an organization or company will run normally, even though the organization is able to survive.

Functional Purpose

The functional goal is the goal to maintain the contribution of the human resource division at a level that is in accordance with the needs of the organization. The human resources division must improve human resource management by providing good consultation. The human resources division is increasingly required to be able to provide employment recruitment and training programs. The human resources division must be able to function as a reality check when line managers propose new ideas and directions.

Individual Goals

Individual goals are personal goals of each member of the organization or company to be achieved through their activities in the organization. Employees will leave the company if personal goals and organizational goals are not harmonious. Conflict between organizational goals can lead to low employee performance, absenteeism, even sabotage. The company is expected to be able to satisfy the needs of employees related to work. Employees will work effectively if their personal goals at work are achieved. Human resource activities should focus on achieving harmony between the knowledge, abilities, needs and interests of employees with the job requirements and rewards offered by the company.

3. Definition of Service

Basically, a company in marketing its products is always accompanied by service. With this service, the company can provide an overview and information about its products so that it can attract consumers' interest and understand and understand what consumers want and need. In providing services, a company also provides explanations and policies that can disappoint consumers, so that consumers can easily assess the quality of service provided by the company to consumers.

Service is the main goal for a company in producing consumer satisfaction and consumer welfare. In the long term, customer satisfaction can provide benefits or profits for the company. Service is a marketing strategy carried out by every company

with a good service system, whether it is appropriate or not depends on the consumer's assessment.

Service or service is a performance that is intangible and quickly lost, and is felt but not owned. More customers can participate actively in the process of consuming the service. However, the exact condition or slow growth of services is highly dependent on the customer's assessment of the performance or appearance offered by the producer (service and goods company).

Service is a process. The process produces a product in the form of a service which is then given to the customer. The service process is a process or series of service activities provided to customers by the company's Customer Service section.

There are 5 Service Dimensions that are very decisive and must be implemented within the company in order to realize Customer Satisfaction. The dimensions of service quality according to Irawan 2005, 5 Dimensions of Service Quality, namely:

a. Responsiveness

Responsiveness is the most dynamic dimension of service quality. Customer expectations for the speed of service will almost certainly change with an upward trend from time to time.

b. Guarantee

assurance namely the quality dimension related to the company's ability and front-line staff behavior in instilling trust and confidence in its customers. Based on a lot of research conducted, there are 4 aspects of this dimension, namely friendliness, competence, credibility and security.

c. Physical Evidence (Tangible)

Physical evidence is a service that can be seen, smelled and touched, so the tangible aspect is important as a measure of service. Customers will use their sense of sight to assess service quality. A good tangible will affect customer perceptions. At the same time, this tangible aspect is also a source that influences customer expectations. Because the tangible is good, the respondent's expectations are higher.

d. Empathy

Empathy namely, Providing individual attention which means there is a sense of willingness to approach, provide protection and effort to understand the wishes, needs and feelings of guests

e. Reliability

reliability namely the dimension that measures the reliability of the company in providing services to its customers. This dimension is often perceived as the most important for customers from various service industries. There are 2 (two) aspects of this dimension. The first is the company's ability to provide services as promised. The second is how far a company is able to provide accurate service or no errors.

4. Excellent Service Standards for Customers
Ability

Certain abilities which include the ability to work in the field of work occupied and needed to support excellent service programs such as: implementing effective communication, developing motivation, and using public relations as a tool for fostering relationships within and outside an organization or company.

Attitude

attitude includes a polite and harmonious appearance because the way a person dresses is a mirror of that person's attitude.

Appearance

Physical and non-physical appearance that reflects credibility to customers.

Attention

Employees of PT Bosowa Berlian Motor, especially the customer service department, provide services that focus on partners, communities and customers.

Action

A company, services are needed to support the progress of the company. Each company sets a strategy, the strategy made must be implemented in concrete actions or forms so that the company's goals can be achieved.

Responsibility (Accountability)

The attitude of taking sides with customers as a form of concern for minimizing customer dissatisfaction.

Definition of Employee Performance

Performance is very important and must be considered by all management, both at small and large organizational levels. The work results achieved by individuals or employees are a form of accountability to the company. Performance in carrying out its functions does not stand alone, but is always related to employee job satisfaction and the level of compensation given, and is influenced by skills.

The definition of performance according to (Mathis and Jackson 2017:48) states that "Performance is basically the things that are done or not done by employees in developing their performance".

According to Prasadja Ricardianto (2018: 67), "Performance or Performance is a description of the level of achievement of the implementation of an activity program or policy in realizing the goals, objectives, vision and mission of the organization as outlined through the strategic planning of an organization".

According to Hussein Fattah (2017: 8) "Performance is the desired result of behavior which is the result of performance in carrying out a job".

The performance description includes three important components, namely objectives, measures and assessment. Determining the goals of each organizational unit is a strategy to improve performance. This goal will provide direction and influence how the company's expected work behavior should be for each employee.

So according to researchers, employee performance is the overall result of the work carried out by an employee based on three important components, namely goals, measurements, and assessment. Where the results of performance can be in the form of achievements and vice versa.

Performance Dimensions

According to Bernardin & Russel (2018: 69) argues, a way of measuring the contribution of individualists to their organization, that is, to measure employee performance, several performance criteria can be used, including:

1) Quality is the level where the process or result of completing an activity is near perfect.
2) Quantity (Quantity) is the production that can be shown in units of currency, the number of units, or the number of activity cycles completed.

3) Timeliness is where the activity can be completed, or a production result can be achieved, at the beginning of the specified time while coordinating with other product results and maximizing the time available for other activities.
4) Cost effectiveness is the degree to which organizational resources, such as human, financial, technological, raw materials can be maximized in the sense of obtaining the highest profit or reducing losses arising from each unit or instance of use of an existing data source.

Meanwhile, according to Edison et al (2016: 192) the performance dimensions consist of:
1) Target, is an indicator of fulfilling the amount of goods, work, or amount produced.
2) Quality is an important element, because the resulting quality is a force in maintaining customer loyalty.
3) Completion time, timely completion makes the certainty of distribution and delivery of work certain. This is the capital to build customer trust.
4) Compliance with the principles, not only must meet quality targets and on time but also must be done in the right way, transparent and accountable.

Based on the opinions of the two experts above, the authors can draw conclusions that in measuring or evaluating performance within the company, the following criteria or dimensions are needed: targets, quality and quantity, timeliness / time of completion, cost effectiveness, and adherence to principles or procedures already set.

Performance Measurement

Performance measurement according to Sedarmayanti (2017: 286) states that there are several aspects of performance measurement, namely:
1) Productivity: the ability to produce products and services
2) Quality: producing goods and services that meet quality standards
3) Timeliness: the time required to produce goods and services
4) Cycle time: the time needed in each process of changing goods and services, then reaching the consumer.
5) Use of resources and costs: the resources needed to produce goods and services, as well as the costs involved.

While performance measurement according to Kasmir (Rima Nur Ainnisya & Susilowati, 2018), namely:
1) Absence, is the existence or proof of employee presence when they come to work until they leave work. For example, the time to go to work is 08.00 and go home at 17.00. meaning that employees who enter are less than or a maximum at 08.00, then the employee is said to be present on time.
2) Honesty, is the behavior of employees while working in a period. The value of honesty of an employee is usually assessed based on a predetermined size.
3) Responsibility is an element that is quite important to one's performance. This means that employees who meet the criteria of being responsible then the value of their performance will increase. And vice versa for those who are not or less responsible for their work, will be judged less well.
4) Ability (work result) measure for an employee to complete a job. Assessment of the ability of employees is usually based on the time to do it, the amount of work and the quality of the work itself.

5) Loyalty is the loyalty of an employee to the company. An employee must always be loyal to defend the interests of the company. This loyalty value should not be smaller than the standard that has been set.
6) Compliance is the obedience of employees in following all company policies or regulations. Or in other words obedience is obedience not to violate or go against what has been ordered.
7) Collaboration is mutual assistance among employees either between departments or with other sections. This cooperation aims to accelerate or expedite an activity. This means that cooperation will erode differences and reduce failures in an activity.
8) Leadership means that what is assessed is one's ability to lead. In many cases, not everyone has the ability to lead their subordinates, especially in various conditions.
9) Initiative is someone who always has ideas or opinions to improve or develop the quality of a job. This initiative indicates someone has concern for the progress of the company.

From the opinions of the experts above, the authors can conclude that there are two ways that can be used to measure performance within a company, namely by looking at the overall organizational performance, namely from productivity, quality, timeliness, turnaround time, and use of resources and costs. In addition, by looking at employee performance in the context of the performance of each individual, namely through attendance, honesty, responsibility, ability, loyalty, obedience, cooperation, leadership, and initiative.

Factors affecting employee performance

According to (Milkovich and Boudreau 2017: 51) suggests that performance is influenced by five factors, namely as follows:
1) Ability (ability), meaning the capacity of an individual to do various tasks in a job. The overall ability of an individual person is basically composed of two sets of factors.
2) Physical ability (Liability), namely the ability needed to perform tasks that require stamina, dexterity, strength, and skills, in the form of factors of dynamic strength, body strength, static strength, extent flexibility, dynamic flexibility, body coordination, balance and stamina.
3) Mental/intellectual abilities, namely abilities needed for intellectual activities, such as numerical intelligence, verbal understanding, percetual speed, inductive reasoning, deductive reasoning, spatial visualization and memory.
4) Motivation (motivation), meaning the willingness to spend a high level towards company goals conditioned by the ability of efforts to meet an individual need.
5) Opportunity, related to the opportunities that are owned by the employee concerned because of obstacles that will become obstacles in work. These opportunities include a supportive work environment, support for work equipment, availability of adequate materials and supplies, working conditions that support helpful colleagues, rules and procedures that support sufficient information to make decisions, and adequate working time to work well.

Meanwhile, according to Anwar Prabu in (Ulfa, 2015), performance is a multidimensional contract that includes many factors that influence it. Factors that affect performance include:

1) Personal/individual factors, including knowledge, skills, abilities, self-confidence, motivation and commitment possessed by each individual.
2) Leadership factors, including quality in providing encouragement, enthusiasm, direction, and support given by the manager or team leader.
3) Team factors, including: the quality of support and enthusiasm given by colleagues in a team, trust in fellow team members, cohesiveness and closeness of team members.
4) System factors, including: work systems, work facilities or infrastructure provided by the organization, organizational processes, and performance culture within the organization.
5) Contextual (situational) factors, including: external and internal environmental pressures and changes.

C. RESEARCH METHOD

Location and Research Design

This research was conducted at the Bosowa Group, especially at Bosowa Automotive, namely PT Bosowa Berlian Motor Makassar, which is located at Jalan Urip Sumoharjo No. 266 Makassar, South Sulawesi, Indonesia. The time of this research lasted approximately 3 months from May to July 2022.

Population or Samples

1. Population

According to Sugiyono (2019: 126) "Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics set by researchers to study and then draw conclusions."

The population in this study were all employees, especially employees at PT Bosowa Berlian Motor Makassar546person .

2. Sample

According to Sugiyono (2019: 127) "The sample is part of the number and characteristics possessed by the population used for research".Sampling was done by using random sampling technique. While the sampling method uses the Slovin formula (Siregar, 2013).

$$\frac{N}{n\ 1 + Ne2}$$

Where:
n = Number of Samples
N = Total Population
e = Tolerable Error, Taken (10%)

From the results of calculations using slovin which is based on an error rate of 10%, a sample of 85 respondents is obtained.

Data Collection Method

A research is basically a process of searching, obtaining data for further preparation in the form of a research report. So that the process can run smoothly and the results can be scientifically justified, a research method is needed. Data collection methods used in this study include:

1) Library Studies (Library research)

Conduct research using sources of information from several books, journals or scientific reports and anything that is useful as a reference and literature written by experts relating to the effect of service quality on improving employee performance at PT Bosowa Berlian Motor Makasar Urip.

2) Field Studies (Field Research)

In addition to library research, researchers also used data collection techniques in the form of questionnaires, interviews, and documentation as a basis for conducting research, namely as follows:

3) Questionnaire

Questionnaire is a data collection technique by distributing a list of questions to employees of PT Bosowa Berlian Motor Makassar.

4) Interview

Interviews were conducted directly with competent parties in the company such as HRD, and staff who are still in touch with HR management at PT Bosowa Berlian Motor Makassar.

5) Documentation

This technique is carried out by taking pictures/photographing records or documents from companies related to the problem under study, such as the organizational structure of PT Bosowa Berlian Motor Makassar.

Data Analysis Method

In this research, descriptive analysis method and multiple linear regression analysis method were used to determine the influence of the independent variable on the dependent variable.

1. Descriptive Analysis

Descriptive analysis method is intended to test the validity and reliability of the questionnaire that will be used in research so that it can be seen to what extent the questionnaire can be a valid and reliable measurement tool in measuring an existing symptom.

a. The validity test is carried out to show the extent to which a measuring instrument measures what is being measured or in other words whether the measuring instrument is appropriate for measuring the object under study (Kuncoro, 2019). Validity test was carried out using the Pearson correlation technique. If the total Pearson correlation < 0.5 then it is said to be valid and if the total Pearson correlation value is > 0.5 then it is said to be invalid. Research data will be processed using Statistical Product And Solution (SPPS) Software version 26.

b. Reliability test is an index that shows the extent to which a measuring instrument can be trusted or relied upon. If the measuring instrument is used twice to measure the same symptoms, the results obtained are consistent, then the measuring instrument can be said to be reliable. The reliability test performed in this study was the Cronbach's alpha technique. An instrument is said to be reliable if it has an alpha value greater than 0.60 (Sujarweni, 2015). This test was carried out using SPSS version 26.

2. Multiple Linear Regression Analysis

Multiple linear regression is an equation model that describes the relationship of one dependent variable/response (Y) with two or more independent

variables/predictors (X1, X2, X3..., Xn). The purpose of the multiple linear regression test is to predict the value of the dependent variable/response (Y) if the values of the independent variables/predictors (X1, X2, X3..., Xn) are known. Besides that, it is also to be able to find out how the direction of the relationship between the dependent variable and the independent variables is.

According to Sugiyono (2016: 192) "Multiple linear regression analysis is a regression that has one dependent variable and two or more independent variables. The multiple linear regression equation can be formulated as follows:

$$Y = a + \beta 1\, X1 + e$$

Information:
Y   = Employee Performance
a   = Constant
β_1,   = independent variable regression parameter
X_1 =Communication
e   =*Error Term*(Confounding Variable)

D. EMPIRICAL RESULTS

Respondent Characteristics
a. Characteristics of respondents based on gender

Table- 1 : Respondent Characteristics Based On Gender

No	Gender	Frequency	Percentage
1	Man	45	64.2%
2	Woman	25	35.8%
Amount		70	100%

Source: Output data processed in 2022

Based on the table above, the most dominant number of respondents were male respondents, totaling 45 people or 64.2%, while the female respondents were 25 people or 35.8%. This states that employees at PT Bosowa Berlian Motor are dominated by male employees. The number of male employees compared to female employees is one of the reasons why men are the backbone in the family. Even so, the number of female and male samples at the PT Bosowa Berlian Motor office was almost the same.Characteristics of respondents based on age

Table-2 : Respondent Characteristics Based On Age

No	Age	Amount	Percentage
1	18-22	18	25.7%
2	23-27	25	35.7%
3	28-31	20	28.6%
4	>33	7	10%
Amount		70	100%

Source: Output data processed in 2022

The table above states that the most age, namely between 23-27 years, is 25 people with a percentage rate of 35.7%. Furthermore, the second level, namely aged 28-31 years, has 20 people with a percentage rate of 28.6%, then the third level, namely aged 18-22 years, has 18 people with a percentage rate of 25.7%. Finally, the fourth level is age> 33 years with a total of 7 people with a percentage rate of 10% .

Data analysis
Variable Description

Variable in the research Y = a + β1 X1 + e

Information:

Y	= Employee Performance
a	= Constant
β1,	= independent variable regression parameter
X1	= Service Quality
e	= Error Term (Interfering Variable)

Testi Validity
1) Validity test
a) X1 validity test

Table-3 : Working Conditions Validity Test X1

Variable	Items	R Count	R Table	Information
Skill	X1	0.623	0.235	Valid
	X2	0.692	0.235	Valid
	X3	0.591	0.235	Valid
	X4	0.521	0.235	Valid
	X5	0.509	0.235	Valid
	X6	0.730	0.235	Valid
	X7	0.538	0.235	Valid
	X8	0.364	0.235	Valid
Employee Performance	Y1	0.702	0.235	Valid
	Y2	0.687	0.235	Valid
	Y3	0.662	0.235	Valid
	Y4	0.433	0.235	Valid
	Y5	0.685	0.235	Valid
	Y6	0.666	0.235	Valid
	Y7	0.560	0.235	Valid
	Y7	0.528	0.235	Valid

Source: Output data processed in 2022

From the table it shows that all statement items have a positive correlation coefficient value and > r table this means that the data obtained is valid and further data testing can be carried outX2 validity test

PHypothesis testing

Table-4 :Test Results for the Coefficient of Determination (R2)
Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate

1	, 721a	,520	, 513	2.09818

a. Predictors: (Constant), Employee Performance
Source: Output data processed in 2022

The results of the test for the coefficient of determination in the table above shows that the R Square value of the regression model is used to determine how much the ability of the independent (independent) variable is to explain the dependent (dependent) variable. The table above shows that the R Square value is 0.520. This shows that 52% stated that employee performance was influenced by service quality variables. The remaining 48% is influenced by other variables outside of this study.

Table 4
Multiple Linear Test Results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	11.209	2,666		4,204	,000
Employee performance	,695	.081	,721	8,587	,000

a. Dependent Variable: Service Quality
Source: Output data processed in 2022

Based on the table above, the multiple regression equation can be formulated as follows:

$Y = \beta0 + \beta1X1 + e$
$Y = 11.209 + 0.695X1 + e$

Information :
Y = Employee Performance
X = Service Quality
A = Constant
E = Standard Error

The above equation can be explained as follows:

1. A constant value of 11.209 indicates that the independent variable (service quality) is 0, so the employee's performance is 11.209.

The proposed hypothesis will be interpreted based on the results of the T test or partial test above, with the t table value having sig. $\alpha = 0.05$ and df = 70 - 2 = 68 of 1.995. The results of the interpretation are described as follows:

1) Service quality has a positive and significant effect on employee performance

Based on the table above, it can be seen that the service quality variable has a t-count value of 8.587 greater than t-table 1.995 (8.587 > 1.995) with a significant probability level of 0.000 which is smaller than the significant level of 0.05, so the hypothesis is accepted. This shows that service quality has a positive and significant effect on employee performance. The results of this study indicate that the better the quality of service, the better the performance of employees at the PT Bosowa Berlian Motor Makassar office.

Table-5 : Accumulation of Hypothesis Testing Results

hypothesis	Statement	Results
H1	Service Quality has a positive effect on Employee Performance at PT Bosowa Berlian Motor Makassar City	Hypothesis Accepted

Service Quality has a positive effect on Employee Performance at PT Bosowa Berlian Motor Makassar City
Hypothesis Accepted

The Effect of Service Quality Aspects on Employee Performance at PT Bosowa Berlian Motor Makassar
The first hypothesis (H1) in this study is that the service quality aspect has a positive effect on employee performance. Based on the results of the analysis previously described, the service quality aspect has a positive effect on employee performance, meaning that the hypothesis is accepted. This shows that the better the quality of the company's service to customers, the better the performance of employees at PT Bosowa Berlian Motor Makassar City.

The results of this study illustrate that the key to providing better service quality is to meet or exceed target customer service quality expectations. Service quality is described as a statement about attitude, the relationship resulting from the comparison of expectations with performance. If, the level of satisfaction is a function of the difference between the performance felt by expectations, if the perceived performance is below expectations then the consumer feels dissatisfied, whereas if the perceived performance is in line with expectations or even exceeds then the consumer will feel satisfied. If the perceived performance exceeds expectations, the consumer will feel very satisfied. Customer satisfaction can be realized by providing quality service to its customers.

Good service is often assessed by consumers directly from employees as people who serve or are also known as service producers, because it requires effort to improve the quality of the service system provided in order to fulfill desires and increase consumer satisfaction. This is supported by Rusvitawati's research (2022) which states that customer-oriented service quality, which aims to provide high service quality by meeting internal customer needs, not only helps organizations become more competitive, but also facilitates higher levels of performance, lower operating costs and wastage of internal services creates more satisfaction compared to wages and benefits which will ultimately impact on performance.

This is also reinforced by Purnomo's research (2022) which states that the service quality aspect has a positive and significant effect on employee performance. This means that service quality is a form of consumer assessment of the level of service received or perceived as expected. Providing timely service and building confidence so that you will feel cared for. So the quality of service is an important thing that must be considered by the company in order to achieve customer satisfaction, so that quality encourages customers to establish a strong relationship with the company.

E. DISCUSSION

Based on the results of the research, discussion, and conclusions above, the suggestions in this study are as follows:
a. This research can be a reference for the PT Bosowa Berlian Motor Makassar office in improving service quality so as to further improve employee performance by paying attention to customer satisfaction.
b. It is hoped that this research can be used as material or input as well as material for consideration in order to improve employee performance. For further researchers to be able to expand the factors that can improve employee performance, especially in the aspect of service quality

CONCLUSION

This study aims to determine the effect of service quality aspects on employee performance at PT Bosowa Berlian Motor Makassar City. So it can be concluded based on the results of the analysis showing that service quality has a positive and significant effect on employee performance. The higher the level of the quality aspect of the company's service to customers, the better the performance of employees. The existence of positive service quality then directly affects performance. Customers are satisfied with the services provided by the company and provide a good image of the company so as to improve employee performance.

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