

**Journal Universitas Muhammadiyah Gresik Engineering, Social Science, and Health
International Conference (UMGESHC)**

UMGCINMATIC : 1st Rethinking Education during Covid-19 Era: Challenge and Innovation

**THE EFFECT OF EMOTIONAL INTELLIGENCE ON THE QUALITY OF
ADMINISTRATIVE SERVICE**

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ABSTRACT

This study aims to examine the effect of Emotional Intelligence on the Quality of Administrative Services at the University of Muhammadiyah Gresik. Emotional intelligence is the ability of an individual to recognize himself in terms of controlling or managing emotions towards himself and others or the surrounding environment through skills of self-awareness, self-control, self-motivation, empathy, and social skills or abilities so that it can help a person achieve certain goals. according to what is expected. The higher a person's emotional intelligence, the higher his success in achieving the goals and success where he works with the resulting performance, namely by providing good service so that the quality possessed in a service also becomes good, and vice versa. In this study the method used is quantitative method with a population consisting of 101 Administrative Staff of the University of Muhammadiyah Gresik. In this case, the researcher uses incidental sampling technique. The data analysis technique used simple linear regression with a significant level of 0.05. The regression results obtained the value of r count = 0.238, then H_0 was accepted and H_1 was rejected. The results of the coefficient (r^2) of $r = 0.056$ which indicates that the contribution of the emotional intelligence dimension to the quality of administrative services is 5.6%, while the rest is by other variables not examined. Based on the data analysis, it can be concluded that there is a relatively very small or no simultaneous influence of emotional intelligence on the quality of administrative services.

Keywords: Emotional Intelligence, Quality of Administrative Services

I. INTRODUCTION

In today's higher education institutions are required to be able to provide satisfaction to students in accordance with the needs needed, one of which is in terms of administrative services. This is because success in the education sector is currently paying more attention to the satisfaction of students as users of campus administration services and also makes the level of student satisfaction a fairly basic target. Students who have used the services can feel the performance of the staff in providing quality services on campus. Therefore, the staff who play a role in providing services should not only be seen from their intellectual abilities, but also from the staff's ability to control and manage themselves, the staff's enthusiasm, and the staff's ability to build relationships with other people, this also applies when dealing with students in order to achieve student satisfaction related to the quality of existing services, Widiari (2015: 135). High, low or good or bad quality of administrative services can be said to be one of the

many factors that can determine the success of an institution engaged in services. Kotler (2003:52) maximum satisfaction from every service on campus is desired by all students who enjoy or receive services on campus. Good and satisfactory administrative services will form a positive image for universities, especially service providers at the Gresik Muhammadiyah University. Of course, the quality of administrative services felt by students is different, this is because each of the needs or expectations desired by students is related to the quality of services provided by employees/administrative staff. However, often companies cannot compete well because of the lack of special attention related to the problem of managing their human resources, so that the expected performance cannot be achieved as expected and consumers do not get optimal satisfaction (Koemono (2005)). Therefore, employees are an important company asset that must be managed as well as possible. The first thing that must be considered in the quality of service is the needs of users and ends with the responses of service users. As previous research conducted by Corazon (2016) found a significant relationship between emotional intelligence and the quality of nursing services, namely the higher the value of emotional intelligence possessed by an employee, the higher the quality of service that employees can provide to consumers, and vice versa.

In Widiari's research (2015) explains that the satisfaction felt by customers with the quality of existing services is created from indicators of emotional intelligence, namely employees are able to understand their own emotions when serving customers by always giving a smile to customers, employees are able to control their emotions and keep doing work swiftly even though they feel tired of serving customers, employees are able to motivate themselves with their thoroughness and enthusiasm for work, employees are also able to feel what customers are feeling, and employees are able to show solidarity in working in teams when conducting transactions with customers. Likewise, in Ahmat's 2015 research, the results of his research prove that there is a positive relationship between emotional intelligence and service quality at an employee's Hospital. Based on descriptive analysis, the results show that Waluyo Jati Hospital employees have high emotional intelligence, and have good service quality. Which means that the higher the emotional intelligence possessed by an employee, the better the quality of service provided to consumers, and vice versa.

Based on the description above and from some of the problems in the research conducted by the researcher, the results of interviews with several subjects indicate that the quality of existing services is still not in accordance with what students expect. From several dimensions there are still some problems or student complaints, it is possible that this can happen due to a lack of self-understanding or low emotional intelligence possessed by a staff working in the service sector where they are indeed required to be able to provide the best service for students and all those who are entitled to use it. services provided by the university. Even though we can know that if the quality of service provided by a university is very good, it can also affect the interest of new student applicants and attract the attention of new, better relationships for the development of a university. You can imagine if the services and facilities owned by a university are of poor quality, it can affect the quality and development of an organization/company/college. Seeing the problems that exist in the quality of service related to emotional intelligence problems. For further discussion, a research is needed, so that it can be known empirically and according to theory, with the following hypotheses:

H1: There is an influence of emotional intelligence on the quality of administrative services at the University of Muhammadiyah Gresik.

H2 : There is no influence of emotional intelligence on the quality of administrative services at the University of Muhammadiyah Gresik.

II. RESEARCH METHODS

This research design uses a quantitative approach. According to Sugiyono (2017:35-36) that quantitative research methods are methods used to examine certain populations or samples, data collection uses research instruments, statistical data analysis to test a specified hypothesis. The quantitative approach is carried out through a survey method, namely filling in the scale by research subjects. The variables in this study were service quality (dependent variable), emotional intelligence (independent variable). The research subjects were 42 administrative staff of the University of Muhammadiyah Gresik. The sampling technique in this study is non-probability sampling, namely incidental sampling, which means determining the sample based on chance, i.e., who is met by chance by the researcher and is deemed to fit the research criteria, so it can be used as a sample. (Sugiyono, 2011:67). The instruments used are the service quality scale proposed by Parasuraman (2010) and the emotional intelligence scale proposed by Goleman (1999). The analysis in this study uses a simple linear regression analysis with the help of the SPSS computer program (*Statistical Package For The Social Sciences*) 21.

III. RESULT AND DISCUSSION

a. Research Data Reliability

The Service Quality Scale shows the Cronbach's Alpha coefficient of 0.757. While the Emotional Intelligence Scale shows the Cronbach's Alpha coefficient of 0.741. Based on the results of the reliability coefficient, the reliability of the Service Quality and Emotional Intelligence Scale data can be said to be good (Azwar, 2015:98).

b. Description of Research Data

This research was conducted on 42 staff with predetermined criteria, namely employees/administrative staff of the University of Muhammadiyah Gresik. Research data collection takes place in June 2021.

c. Hypothesis Test

The results of data analysis using simple linear regression analysis are as follows:

Table 2. Simple Linear Regression Test Results

Model	R	R Square	Sig
1	.238 ^a	.056	,253

a. Predictors: (Constant), KONFLIK

The results of data analysis from the regression analysis technique show that the R value

is 0.238 in the table. The results of data analysis from the correlation technique from the modeummary table show that the value of R² (R Square) is 0.056 or in other words there is 5.6% of the influence of the emotional intelligence variable on the quality of administrative services while 94.4% is influenced by factors not examined. In this research. In the column Sig. regression is 0.253, the significant value of the independent and dependent variables has a significant level > 0.05, so Ho is accepted and Ha is rejected. This means that there is no influence between Emotional Intelligence on the Service Quality of Administrative Staff of the University of Muhammadiyah Gresik.

It is known that the t value of the emotional intelligence variable > t table (-1.173 > -1.714) and the significant value of the emotional intelligence variable > from 0.05 (0.253 < 0.05) then H1 is rejected, so it can be concluded in this study that emotional intelligence is partially not affect the quality of administrative services. From these results, it shows the linear regression equation of Emotional Intelligence on Service Quality which can be formulated as follows $Y = 120.426 + (-0.262)X$. This linear regression equation is used to predict the effect of Emotional Intelligence on Service Quality, the regression coefficient test is shown in the sig column or the significant independent variable is 0.253 and the constant is 0.000, which means Ho is accepted which means there is no influence between emotional intelligence on staff service quality. administration of the Muhammadiyah University of Gresik.

Based on the regression table on the value of R square, the results show that emotional intelligence has a relatively small effect on service quality, which is only 5.6%. This could be due to other factors that affect the quality of service. The number of samples that are relatively small or small in this study is due to several things, namely the time for data collection is too narrow and only has an effective time of one week and the rest has been applied to work from home during the covid-19 pandemic.

Every organization or college must have standards in achieving success both in terms of academic and non-academic, here one of which is the service that each university has. Where nowadays higher education institutions are highly demanded to be able to provide good service and in accordance with what is needed and expected by students, this is because success in the current education business also pays attention to student satisfaction as users of administrative services on campus and also makes student satisfaction levels as a fairly basic goal. Good service quality from the results of good staff performance apart from students can also be seen from the assessment given by superiors to staff while working and providing services to students. Therefore, staff who play a role in providing academic administrative services should not only be seen from their intellectual abilities, but also from the ability to master and manage themselves, the spirit they have, and the ability to build relationships with other people, including with consumers/students in order to achieve student satisfaction (Nathasa:2011).

The simple linear regression equation can be formulated as follows:

$$Y = a + b.X$$

Description

Y = Predictive value of dependent variable (Economic profitability)

a = Constant, i.e. value \hat{Y} if $X = 0$

b = Regression coefficient, namely the value of the increase or decrease in the \hat{Y} variable based on the

X . variable

X = Independent Variable (Emotional Intelligence)Maka dapat dihitung sebagai berikut:

$$Y= 120,426+ (-0,262)$$

This simple linear regression equation is used to predict the effect of Emotional Intelligence on Service Quality. The regression coefficient test is seen in the sig column or the significant independent variable is 0.253 and the constant is 0.000. Terms of decision making in the measurement of the regression coefficient are as follows:

- If probability > 0.05 then Ho is accepted, Ha is rejected
- If probability < 0.05 then Ho is rejected ha accepted.

Based on the decision-making requirements described above, it can be concluded that the significant value of the independent and dependent variables has a significant level above 0.05, so Ho is accepted and Ha is rejected. This means that there is no influence between Emotional Intelligence on the Service Quality of Administrative Staff of the University of Muhammadiyah Gresik.

IV. COCLUSIONS

Based on the discussion above, it can be concluded that H1 is rejected, so it can be concluded in this study that emotional intelligence partially has no effect on the quality of administrative services. From these results, it shows the linear regression equation of Emotional Intelligence on Service Quality which can be formulated as follows $Y= 120.426+ (-0.262)$. This linear regression equation is used to predict the effect of Emotional Intelligence on Service Quality, the regression coefficient test is shown in the sig column or the significant independent variable is 0.253 and the constant is 0.000, which means Ho is accepted which means there is no influence between emotional intelligence on staff service quality. administration of the Muhammadiyah University of Gresik.

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