

THE INFLUENCE OF SERVICE QUALITY AND PUBLIC INTEREST IN FINANCING AT PT. PERMODALAN NASIONAL MADANI (PNM) (Case Study in Dusun Moro, Glagah District)

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Abstract

This study is entitled "The Influence of Service Quality and Public Interest on Financing at PT. Permodalan Nasional Madani (PERSERO) (Case Study in Moro Hamlet, Glagah District). This study aims to determine and analyze the effect of service quality and public interest in financing. This type of research is quantitative research. The population in this study is *PNM Prospective Customers*. The sample used was 30 respondents with a sampling technique, namely *random sampling*. The data processing method in this study uses data instrument test analysis methods (validity test and reliability test), classical assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression, coefficient of determination, and hypothesis test (F test and t test) with the help of SPSS 25. The results showed that the variables of service quality and public interest simultaneously had a significant effect on financing. Partially, the variable of service quality has a significant effect on financing, while the variable of public interest partially does not have a significant effect on financing.

Keywords: Quality of Service, Community Interest, PT. Permodalan Nasional Madani (Persero).

Introduction

PT. Permodalan Nasional Madani (Persero) or PNM Mekaar isa company that is present as¹ solution to improve welfare through access to capital, assistance and capacity building programs for business actors. Founded by Pnm Mekaar on May 29, 1999. A few months after its establishment, through the Ministry of Finance Decree No. 487 KMK 017 dated October 15, 1999, as the implementer of Law No. 23 of 1999, PNM was appointed as one of the Coordinating SOEs to unify and manage 12 program credit schemes. This capital loan service for underprivileged women MSME actors, which was launched in 2015, has helped many people in need so that their businesses run smoothly.

However, people's lives are inseparable from other communities. Relationships between communities in everyday life are a form of social interaction. This relationship to be smooth is to use language media, language is important for interaction in society. According to Adam Smith (March 23, 2020), economics is an investigation of the state and causes of state wealth. The economy is also a large series of interrelated production and consumption activities that help in determining how scarce resources are allocated. And in the development of the economy undergoes transformation into modern and even innovation in the application of its application. However, in practice economic theories are flexible according to the advantages of a country or the scope of application. PNM Mekaar is one of the formal financial institutions such as banks, BMT and other financial institutions. Financial institutions basically have the aim of increasing economic growth and prospering the community. With the government's program to overcome poverty, the government launched a loan program to certain communities or community

groups. So that the thing that needs to be prioritized when distributing financing is the quality of service in the community during the process of disbursing capital loans.

Thus, the main task in the financing process that is distributed to the community in order to provide solutions to MSME actors, the PNM Committee serves all levels of micro, small and medium enterprises throughout Indonesia. Therefore, it is important that the quality of good service in a company will create satisfaction for customers. According to Tjiptono (2006: 59) explained that the quality of service and the accuracy of delivery to keep pace with customer expectations. In general, providing the purpose of excellent service in order to meet and satisfy the community so that the company gets maximum profit. Service quality can also attract public interest to apply for financing at Pnm Mekar.

Then, if they do not provide good service performance while in the field, the community will also not put trust and have no desire to transact in financing at PNM Mekaar, and it can also have a negative impact on the company's image and public interest will decrease. According to Arianto (2018: 83) service quality can be interpreted as focusing on meeting needs and requirements, as well as on punctuality to meet customer expectations.

In connection with the above, the researcher wants to conduct research on the topic "The Effect of Service Quality and Public Interest on financing at PT. Madani National Capital (Case Study in Moro Hamlet, Glagah District)".

Based on the background above, this research problem can be formulated:

1. Does the quality of service have a partial effect on financing at PT. Permodalan Nasional Madani (PERSERO) (Case Study in Moro Hamlet, Glagah District) ?
2. Does public interest in have a partial effect on financing at PT. Permodalan Nasional Madani (PERSERO) (Case Study in Moro Hamlet, Glagah District) ?
3. Does the quality of service and public interest simultaneously affect financing at PT. Permodalan Nasional Madani (PERSERO) (Case Study in Moro Hamlet, Glagah District)?

Based on the formulation of the problem that has been proposed, the objectives of this study are:

1. To find out and analyze the effect of whether service quality has a partial effect on financing at PT. Permodalan Nasional Madani (PERSERO) (Case Study in Moro Hamlet, Glagah District) ?
2. To find out and analyze whether public interest has a partial effect on financing at PT. Permodalan Nasional Madani (PERSERO) (Case Study in Moro Hamlet, Glagah District) ?
3. To find out and analyze whether the quality of service and public interest simultaneously affect financing at PT. Permodalan Nasional Madani (PERSERO) (Case Study in Moro Hamlet, Glagah District) ?

Literature Review

a. Quality of Service

The definition of quality in the Complete Dictionary Indonesian is the level or degree of intelligence, intelligence, and so on. Quality is the overall characteristics and characteristics of a product or service in its ability to meet predetermined or latent needs (Kotler, 2002). Lupiyoadi and Hamdani (2006) Service quality is the company's ability to provide service to customers. According to Susatyo Herlambang, quality can mean a simple way to achieve the desired goals, in the most efficient and effective way, with an emphasis on satisfying buyers or consumers (customers). According to Fitzsimmons in Zaenal Mukarom and Muhibudin (2015: 108) stated five indicators of Service Quality, namely:

1. Reliability which is characterized by providing appropriate and correct service quality.
2. Physical evidence (tangibles) characterized by adequate provision of other resources.
3. Responsiveness is characterized by the desire to serve consumers quickly.
4. Assurance marked by the level of attention to ethics and morals in providing Quality Service.

Results and Discussion

Results

Multiple linear regression analysis

Table 1. Multiple Linear Regression Test Results Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.656	1.930		5.521	.000
	Quality Pelayanan	-.142	.174	-.155	-.819	.420
	Community Interest kat	-.247	.252	-.185	-.977	.337

a. Dependent Variable: PEMBIAYAAN

(Source: Results of research data processing, 2023)

With the equationn regression as follows:

$$Y : a - b_1X_1 - b_2X_2 + e$$

$$P = 10.656 a - 0.142 KP - 0.247 MM + e$$

From the multiple linear regression equation can be described:

1. The constant of 10.656, means that if the variables are Service Quality and Community Interest, if the maximum financing value is 10.656. So if there is no Quality of Service and Public Interest, then the amount of Financing is 10,656.
2. The Service Quality variable has a negative regression coefficient value of -0.142. This negative coefficient value indicates that each Service Bag Cauldron decreases by one unit, then the amount of Financing increases by 0.142 or every decrease in Financing by one unit means that there has been an increase in Service Calicity by 0.142.
3. The Public Interest variable has a negative regression coefficient value of -0.247. This negative coefficient value shows that every public interest decreases by one unit, then the amount of financing increases by 0.247 or every decrease in financing by one unit means that there has been an increase in public interest by 0.247.

Coefficient of Determination (R²)

Table 2. Test Results of Coefficient of Determination (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829 ^a	.764	.739	2503182.356

- a. Predictors: (Constant), Public interest, Quality of service
 - b. Dependent Variable: Financing
- (Source: Results of research processing, 2023)

Based on table 2 above, the Adjusted R Square column is 0.739 or 73.9%. This shows that the magnitude of the influence of service quality variables which include Service Quality variables (X1), Community Interest (X2), and Financing (Y) is 73.9% with the remaining 26.1% influenced by other variables that are not studied.

Simultaneous Test (Test F)

Table 3. Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Itsself
1	Regression	1321.282	3	711.641	33.728	.498 ^b
	Residual	1421.018	23	9.293		
	Total	2742.300	26			
a. Dependent Variable: Pembiayaan						
b. Predictors: (Constant), Community interest, Quality of Service						

(Source: Results of research data processing, 2023)

Based on table 3 above, it is known that the significant value of the F test result is 0.498 which means less than 0.05, so it is in accordance with the basis for decision making in the F test.

Partial Test (Test t)

Table 4. Partial Test Results (Test t) Coefficients^a

Unstandardized Coefficients			Standardized Coefficients		t	Itsself
Model	B	Std. Error	Beta			
1	(Constant)	10.656			6.521	.000

	Quality	.442	.174	.755	5.319	.000
	Burning					
	Public interest	-.247	.252	-.185	-.977	.337

a. Dependent Variable: Pembiayaan

(Source: Results of research data processing, 2023)

Based on table 4 above, it can be known the magnitude of the influence of each independent variable on the dependent variable as follows,

1. Service Quality Variable (X1) tCalculate value of (5.319) which means that $t_{Calculate} < t_{table}$ ($5.319 < 2.056$) and significant level of ($0.000 < 0.05$), if $t_{Calculate} < t_{table}$ then H_0 is rejected and H_a is accepted which means that there is no significant effect of service quality on financing at Pt. Permodalan Nasional Madani (PERSERO).
2. Community Interest Variable (X2) tCalculate value of (-0.977) which means that $t_{Calculate} < t_{table}$ ($-0.977 < 2.056$) and significant level of ($0.337 < 0.05$). If $t_{Calculate} < t_{table}$, H_0 is accepted and H_a is rejected which means that there is no significant influence of Public Interest on financing at Pt. Permodalan Nasional Madani (PERSERO).

Conclusion

1. From the results of research data analysis, there is a partial positive and significant influence between service quality and financing. This means that the better the quality of service, the more people are interested or interested in financing at Pt. Madani National Capital (PERSERO). This is evidenced by the value on the results of the T Test which shows that $t_{Calculate} < t_{table}$ ($5.319 < 2.056$) and a significant level of ($0.000 < 0.05$),
So that it can be stated hypothesis H1 which states "The Influence of Service Quality and Public Interest on Financing at Pt. Permodalan Nasional Madani (PERSERO) case study in Moro Hamlet, Glagah District" was accepted based on the assumptions of the previous hypothesis.
2. From the results of the research data analysis, there is no positive and insignificant influence partially or a decrease in public interest in financing. This means that public interest in financing at Pt. Permodalan Nasional Madani (PERSERO) case study in Moro Hamlet, Glagah District. This is evidenced by the value on the T Test results which shows that $t_{Calculate} < t_{table}$ ($-0.977 < 2.056$) and a significant level of ($0.337 < 0.05$). So that the H2 hypothesis can be stated which states "The Influence of Service Quality and Public Interest on Financing at Pt. Permodalan Nasional Madani (PERSERO) case study in Moro Hamlet, Lamongan Regency" was rejected based on the assumptions of the previous hypothesis.

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