



# The Effect Of The Performance Of Medan City Cleaning Department Officer On The Satisfaction Of Medan Simpang Limun Market Traders

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## ABSTRACT

### Keywords:

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This study aims to determine whether there is an effect of work quantity and work quality on the satisfaction of Sukaramai traditional market traders at the Medan City Cleaning Service and how big the effect is. The method used in this study is a quantitative method with several tests, namely *reliability analysis*, classical assumption deviation test and *linear regression*. Based on the results of the primary data regression which was processed using SPSS 18, the following multiple linear regression equation was obtained:  $Y = 2.352 + 0.205 X_1 + 0.001 X_2 + 0.598 X_3$ . Variables of quantity of work ( $X_1$ ), quality of work ( $X_2$ ) and timeliness ( $X_3$ ) were able to contribute influence on the variable of merchant satisfaction by 33.3% while the remaining 66.7% was influenced by other variables not examined in the study. These are variables such as service quality and work discipline. From the conclusions above, the authors suggest that the agency should provide more training so that the quantity and quality of employee work increases. Timeliness in cleaning up garbage on the protocol road in the Simpang Limun Medan market area is accelerated so that traders are more flexible and comfortable in selling their products. Employees should work sincerely and provide the best work results in accordance with the targets given by the agency.

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## 1. Introduction

Human efforts to fulfill all their needs have been going on since humans existed. One of the human activities in an effort to meet these needs is to require a market as a means of support. The market is an economic activity which is one of the manifestations of human adaptation to the environment. This is based on or driven by factors of economic development which initially only stemmed from problems to meet the needs of life (basic needs). Humans as social beings in their development also face social needs to achieve satisfaction with power, wealth and dignity. The market has so far been integrated and has the most important place in people's daily lives, for the community the market is not only a meeting place between sellers and buyers but also as a place for social interaction. Economists describe a market as a collection of sellers and buyers who make transactions for a particular product or group of products.

The existence of markets, especially traditional markets, is one of the most tangible indicators of community economic activity in an area. Pasartra disional masih behadapan dengan masalah pengelolaan yang kurang profesional dan ketidak nyamanan bagi para peng unjun g . Minat pembeli untuk berbelanja semakin berkurang karena berbagai alasan, one of which is the very minimal level of cleanliness. Almost all traditional markets in Medan City tend to be dirty because of the large piles of garbage left and not cleaned by the party responsible for solving the problem.

Based on the results of the author's initial observations, several problems were found. These problems, among others, traders who sell often feel that the Medan City Sanitation Service employees who are in charge of cleaning and lifting garbage are not carrying out their duties optimally. The traders' trash is often not picked up on time, so that when some other traders open their shops or outlets after the vegetable traders finish selling, they feel an unpleasant smell and spoil the view. Even though the payment of cleaning fees is always requested quickly.

Formulation of the problem, Based on the description of the background and identification of the problems described above, the problems that will be studied in this research are: Is there any influence on the



performance of the Medan City Sanitation Service employee on the satisfaction of the Medan Simpang Limun Market traders?, How big is the influence of the performance of the Medan City Cleanliness Service employee on the satisfaction of the Medan Simpang Limun Market traders?  
 Traditional Market Concept Traditional markets exist in every area, regardless of whether it is an urban area or a rural area. Traditional markets sell various kinds of needs, ranging from food, clothing, household equipment, electronics, and so on.

Traditional Market is a market that is built and managed by the Government, Regional Government, Private, State-Owned Enterprises and Regional-Owned Enterprises including cooperation with the private sector with business premises in the form of shops, kiosks, booths and tents owned/managed by small, medium, and small traders. non-governmental organizations or cooperatives with small-scale businesses, small capital and with the process of buying and selling merchandise through bargaining (Presidential Decree No. 112 of 2007).

The traditional market is a form of retail business that involves many small-scale traders. The buildings in traditional markets are relatively simple, consisting of stalls, stalls, and also tents for selling. Traditional market traders are traders who sell/peddle their wares in a traditional market. Traders who sell in traditional markets are small-scale retail traders. The process of buying and selling in traditional markets is done through bargaining. Merchants do not sell their wares at the right price, as is the case in modern markets.

Understanding Performance, the performance of the work productivity section, productivity comes from the word "productive" which means something that contains the potential to be explored, so that productivity can be said to be a structured activity process to explore the potential that exists in a commodity or object. The productivity philosophy can actually mean the desire and effort of every human being (individual or group) to always improve the quality of life and livelihood.

In order to be clearer in the explanation of the following performance, there are several definitions of performance according to experts. According to Mangkunegara (2001:67) suggests that " the results of performance in terms of quality and quantity achieved by an employee in carrying out their duties in accordance with the responsibilities given to him" .

According to Hasibuan ( 2009: 94) suggests that " sacrifice of services, body and mind to produce goods and services in exchange for certain achievements" . According to Sedarmayanti ( 2001 : 50) suggests that " *performance* is the *output drive from processes, human or external*, so he says that performance is the result or output of a process". According to Sulistiyani and Rosidah (2003:224) suggests that " performance is a record of *outcomes* resulting from certain employee functions or activities carried out during a certain period of time. While the overall performance of a position is equal to the average number of performances of employee functions or activities carried out " . The definition of performance here does not mean to assess individual characteristics but refers to a series of results obtained over a certain period of time.

The type of attribution that a leader makes about a subordinate's performance affects attitudes and behavior towards that subordinate. For example, a leader who takes issue with the poor performance of a subordinate due to lack of effort may be expected to take legal action, on the other hand, a leader who does not associate poor performance with a lack of ability/skills, the leader will recommend a training program within or outside the company. Therefore, the type of attribution a leader makes can have serious consequences in the way the subordinate is treated. The ways in which an employee describes his or her own performance also have important implications in how he or she behaves and acts in the workplace.

Mangkunegara (2001:16) concludes that " The determinants of work performance are individual factors and organizational work environment factors. Where in individual factors psychologically it is explained that, normal individuals are individuals who have high integrity between psychological (spiritual) and physical (physical) functions with high integrity between psychic and physical functions, then these individuals have better self-concentration. . This good concentration is the main capital for human individuals to be able to manage and utilize their potential optimally in carrying out daily work activities or activities in achieving organizational goals. In other words, without a good concentration of individuals at work, the dream of the leader expects them to work productively in achieving organizational goals. Individual concentration in work is strongly influenced by potential abilities, namely intelligence or intelligence *Intelligence Quotient* (IQ) and emotional intelligence or *Emotional Quotient* (EQ). In general, individuals who are able to work with full concentration if they have a minimum level of normal intelligence ( *average, above average, superior, very superior, and gifted* ) with a good level of emotional intelligence (not feeling excessive guilt, not easily angry, not envious, not hate, not jealous, not vindictive, not arrogant, not inferior,



not easily anxious, have clear views and guidelines for life, etc.) . The work environment factor of the organization itself is very supportive for individuals in achieving work performance. The organizational environmental factors in question include clear job descriptions, adequate authority, challenging work targets, effective work communication patterns, harmonious working relationships, dynamic work climate, career opportunities and adequate work facilities and so on.

Performance Indicator, Qualitative and quantitative measures that indicate the level of achievement of a predetermined goal or goal are something that can be calculated and used as a basis for assessing or seeing that daily performance in organizations and individuals continues to increase in accordance with the predetermined plans. According to Mathis (2002: 78), " employee performance is what influences how much they contribute to the organization including:

Definition of Satisfaction, Satisfaction has become a central concept in business and management discourse. Traders are the main focus in the discussion about the satisfaction and quality of the performance of the Medan City Sanitation Service employees. Therefore, traders play an important role in measuring satisfaction with the performance and services provided by the Medan City Sanitation Service employees. Service and merchant satisfaction are important factors in increasing credibility. According to Rini (2007: 52), "Satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations. Idris (2009:66) defines it "As an emotional response to the evaluation of the consumption experience of a product or service".

Thomas (2000:34) states that "Satisfaction is a post-employment evaluation where the chosen alternative is at least equal to or exceeds expectations, while dissatisfaction arises when the results (*outcomes*) do not meet expectations". So satisfaction is a function of the impression of performance and expectations. If the performance is below expectations, the trader is not satisfied, if the performance exceeds expectations, the trader is very satisfied or happy. Kotler (2007:177) defines satisfaction: "A person's feelings of pleasure or disappointment that arise after comparing his perceptions/impressions of the performance (or results) of a product and his expectations".

From the above definition we can see that satisfaction is a function of perception/impression or performance and expectations. If the performance is below expectations, the trader is not satisfied. If the performance meets expectations, the trader is satisfied. If performance exceeds expectations, the trader is very satisfied or happy. While the definition of merchant satisfaction according to Rangkuti (2004:56) explains that what is meant by satisfaction are: "The difference between the level of interest and the perceived performance or results".

Traders and the Structure of Their Activities, Trading activities in the market are trading activities carried out by small traders, these traders certainly do not have the ability to form efficient economic institutions, they are entrepreneurs without companies. According to Nas in Hastan Mattanete (2008:29), "Trade activities in the market are a market economic activity ( *Bazar Type* ) which is an economy in which the total flow of trade is broken up into person-to-person transactions, each of which has nothing to do with , which is very large in number, in stark contrast to the western firm- *type economy* , where trade and industry are carried out through a series of impersonal social institutions, which organize various jobs related to certain goals of production and distribution, then this kind of economy is based on independent activities and traders are encouraged to compete fairly, the relations with each other are carried out by means of a very large number of *ad hock exchanges*".

Economic activities in traditional markets, their functions are regulated by traditional trading customs and have been continuously used so far, while *Firma Type economy* is the creation of firm-like production or distribution institutions such as the existence of small shops. Traders who occupy kiosks are considered to have entered the formal sector because they have become permanent traders in the market. These permanent traders are a group of traders who have been established in the City, trying to organize their activities more systematically with large business capital as their parents had done in the past. Meanwhile, traders who do not occupy booths/wards become the informal sector or better known as street vendors (PKL) or retailers, only using the entrance and the area around the market as a place to hold their wares.

The types of business activities tend to be grouped according to the characteristics of their region or ethnicity. Merchandise is obtained from a skipper or a figure who becomes a patron for street vendors as well as renting out selling equipment in the form of a cart or table mat. In line with the development of time, both in the village and in the city , there is a desire for people to shop based on community traditions to use a legal

medium of exchange, so there are several types of traditional markets which are generally managed by small and medium traders.

Economic growth which is the spearhead of the national economy needs to be improved, among others, through the establishment of traditional markets that can meet the demands of the people whose businesses are managed in an advanced and modern manner. For this reason, the time has come to improve the rural and urban economy by improving the management of advanced traditional markets and their activities are driven by small and medium-sized traders.

The condition of traditional markets can now be seen in today's markets, where the dichotomy of modern markets and traditional markets often arises. Modern markets are often regarded as the cause of the elimination of traditional markets, while the strategic environment of the market is changing rapidly. This change covers several aspects, including population, settlement, economic growth/development, development of science and technology, RUTR /RTRW and development of government policies globally, regionally, nationally as well as due to the regional autonomy process.

## 2. Methods

This research was conducted at the Simpang Limun Market in Medan, which is located in Sitirejo I Village, Medan Amplas District, Medan City. The Simpang Limun Market in Medan was chosen as the research location because the author often observed the work of the Medan City Sanitation Service employee, one of which was the author's cousin. The research subject is the person (respondent) who will be studied. In this study, the research subject was the Simpang Limun Market trader in Medan. While the object of research is the variable to be studied. In this case the variables studied are the quantity of work ( $X_1$ ), quality of work ( $X_2$ ), timeliness ( $X_3$ ) and customer satisfaction ( $Y$ ). The statistical methods used in this study are: Multiple Linear Regression, t-test, F Test and Coefficient of Determination.

## 3. Results And Discussion

### 3.1 Multiple Linear Regression Analysis

The results of multiple linear regression analysis can be seen in the table below:

**Table 1.**  
*Coefficients<sup>a</sup>*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,352	1,751		1.343	0.183
	Working Quantity	0.205	0.212	0.156	0.970	0.335
	Work quality	0.001	0.225	0.001	0.005	0.996
	Punctuality	0.598	0.330	0.454	1,813	0.074

a. *Dependent Variable:* Merchant Satisfaction

Source: *Output SPSS Version 18, data processed 2018*

The multiple linear regression equation is obtained as follows:

$$Y = 2.352 + 0.205 X_1 + 0.001 X_2 + 0.598 X_3$$

- The constant ( $a$ ) = 0.382 indicates a constant value, where if the variable quantity of work ( $X_1$ ), quality of work ( $X_2$ ), and timeliness ( $X_3$ ) = 0 then the satisfaction of market traders at Simpang Limun Medan ( $Y$ ) = 2,352, it means if the satisfaction of the Medan lemonade intersection market traders does not have the quantity of work, quality of work and timeliness, the satisfaction of the Medan lemonade intersection market is still worth 0.382.
- Regression coefficient  $X_1 = 0.205$  shows that the quantity of work has a positive effect on the satisfaction of the market traders of Simpang Limun Medan so that if the quantity of work is increased by 1 unit, the satisfaction of the Sukaramai market traders will increase by 0.205.



- c. Regression coefficient  $X_2 = 0.001$  shows that the quality of work given has a positive effect on the satisfaction of the Simpang Limun Medan market traders . So if satisfaction is increased by 1 unit, it will increase by 0.001 .
- d. Regression coefficient  $X_3 = 0,598$  shows that the given timeliness has a positive effect on the satisfaction of the Simpang Limun Medan market traders . So if satisfaction is increased by 1 unit, it will increase by 0.598 .

### 3.2 Partial Hypothesis Testing (t Test)

*Coefficients*<sup>a</sup> table , the t value is also obtained. The calculated t value is then compared with the t table value at = 0.05 . The value of t table in df (nk) where n is the number of samples and k is the number of variables, both independent and dependent variables, then  $77-4 = 73$ . In df 73 with = 0.05 the value of t table is 1.993. The t value of the work quantity variable ( $X_1$ ) is 0.970, thus  $t_{count} < t_{table}$ , then  $H_0$  is accepted and  $H_1$  is rejected which means that the work quantity variable ( $X_1$ ) has no significant effect on the satisfaction of the lemonade market traders field .The t-count value of the work quality variable ( $X_2$ ) is 0.005, thus  $t_{count} > t_{table}$ , then  $H_0$  is rejected and  $H_1$  is accepted , which means that the time quality variable ( $X_2$ ) has no significant effect on the satisfaction of the lemonade market traders field . The t value of the punctuality variable ( $X_3$ ) is 1.813 , thus  $t_{count} > t_{table}$ , then  $H_0$  is rejected and  $H_1$  is accepted , which means that the punctuality variable ( $X_3$ ) has a significant influence on the satisfaction of the lemonade market traders . field .

### 3.3 Simultaneous Hypothesis Testing (F Test)

ANOVA or analysis of variance is a joint regression coefficient test (F test) to test the significance of the effect of several independent variables on the dependent variable. The results of the F test can be seen in the following table:

**Table 2**  
ANOVA b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109,332	3	36,444	12,128	0.000 <sup>a</sup>
	Residual	219,369	73	3,005		
	Total	328,701	76			

a. Predictors: (Constant), Punctuality, Quantity of Work, Quality of Work  
b. Dependent Variable: Merchant Satisfaction

Source: Output SPSS Version 18, data processed 2018

In the Anova table<sup>b</sup> , the calculated F value is 12.128 while the F table value is 2.72 . Thus,  $F_{count} > F_{table}$  means that the variables of work quantity, work quality and timeliness together have a positive and significant effect on the satisfaction of the Simpang Limun Medan market traders .

### 3.4 Coefficient of Determination Test ( $R^2$ )

The coefficient of determination ( $R^2$ ) of the regression results can be seen in the table as follows:

**Table 3**  
Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.577 <sup>a</sup>	0.333	0.305	1.73351

a. Predictors: (Constant), punctuality, quantity of work, quality of work

b. Dependent Variable : merchant satisfaction

The value of the coefficient of determination ( $R^2$ ) from the regression result is 0.333 , meaning that the variables of work quantity, quality of work and timeliness contribute to the influence of the satisfaction of the Simpang Limun Medan market traders by 33.3%. This result is the result of ( $R^2 \times 100\%$ ), while the remaining 66.7 % is influenced by other variables not examined in this study. If it is aligned with the results of the previous partial hypothesis testing, it can be seen that the one that has the greatest contribution is the timeliness variable because the data shows that the timeliness variable has a significant influence. This is in accordance with the reality on the ground that the lemonade market traders really expect the quantity and quality of the employees' work to be improved.

#### 4. Conclusion

From the research results that have been discussed by processing and questionnaires and using several tests, the following conclusions can be drawn: Partially, the work quantity variable ( $X_1$ ) does not have a significant effect on the satisfaction of the Simpang Limun Medan market traders. This means that the hypothesis in the study is not accepted, as evidenced by the value of  $t_{count} < t_{table}$  ( $0.970 > 1.666$ ). The variable of work quality ( $X_2$ ) does not have a significant effect on the satisfaction of the Simpang Limun Medan market traders. This means that the hypothesis in this study is not accepted, as evidenced by the value of  $t_{count} > t_{table}$  ( $0.005 > 1.666$ ). While the timeliness variable ( $X_3$ ) has a significant effect on the satisfaction of the Simpang Limun Medan market traders. This means that the hypothesis in this study is accepted, as evidenced by the value of  $t_{count} > t_{table}$  ( $1.813 > 1.666$ ). Simultaneously, the variables of work quantity ( $X_1$ ), quality of work ( $X_2$ ) and timeliness ( $X_3$ ) have a positive and significant influence on the satisfaction of the Simpang Limun Medan market traders. This means that the hypothesis in this study is accepted, as evidenced by the calculated  $F$  value  $> F_{table}$  ( $12,128 > 2,72$ ). Variables of quantity of work ( $X_1$ ), quality of work ( $X_2$ ) and timeliness ( $X_3$ ) were able to contribute influence on the variable of merchant satisfaction by 33.3% while the remaining 66.7% was influenced by other variables not examined in the study. This is like service quality and employee work discipline.

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