

Empowerment, Service Quality, Job Satisfaction and Performance of Beef Cattle Breeders

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Abstract—This study aims to analyze the influence of service quality and empowerment on performance of beef cattle breeders through job satisfaction in Jombang – East Java. The sample in this study amount to 149 people. Analytical techniques used in analysis structural equation modeling (SEM). This study resulted in : (1) Quality of service is a significant positive effect on job satisfaction, but not for empowerment. (2) Service quality has statistically positive and significant impact on performance of beef cattle breeders; but empowerment has statistically negative and significant impact on performance of beef cattle breeders. (3) Job satisfaction is a significant positive effect on performance of beef cattle breeders. (4) Job satisfaction mediates the effect of service quality on performance of beef cattle breeders; thus, empowerment has no impact on job satisfaction nor performance of beef cattle breeders.

Keywords: service quality, empowerment, job satisfaction and performance

I. INTRODUCTION

The implementation of artificial insemination is one way to apply appropriate technology which is the main choice to increase the population of cattle genetic quality [1]. By IB activity, spread of cattle superior seeds going to be easy, quick, and it expects to increase the income of breeders.

The successful of beef cattle self-supporting program depends on full-participation of beef cattle breeders, no matter how great the program is but it will never work without any participation of the breeders. Thus, beef cattle breeders should have good performance which can be seen from the result of the cattle [2]. Performance of the breeders is also about their efficient and their effectivity. Effective related to the work's result while efficient related

to the process of getting aims which is connected with breeders' works or increasing of breeders' labor, life improvement, better work ethic, and also increased efforts in order to get better quality of breeders' life. In other words, increasing process of breeders' performance can be reached if the breeders have job satisfaction [3].

Performance is influenced by job satisfaction, because satisfaction feeling inside farm manage encourage breeders to over control and develop the cattle [4]. Job satisfaction of breeders depend on empowerment breeders and government support which is represented by inseminator that giving good service to breeders. Job satisfaction of breeders can be analyzed by 3 things, that is: appropriate reward, work's condition support, and kinship breeders' relation. If the reward is appropriate, the condition of work's environment will be better, and the higher kinship, the more satisfied the breeders while developing the firm, thus it will increase performance of breeders [5]. Job satisfaction of breeders is influenced by breeders' empowerment that is represented by skill and knowledge of breeders, those skill and knowledge are obtained from farm management training, animal health service, capital strengthen, and breeders group coaching [6].

The result of this research is expected to: 1). Give contribution for development of knowledge, which is connected with the efforts to increase service quality and breeders' empowerment in order to increase optimal performance of breeders through job satisfaction of breeders. 2). Give idea for study materials and consideration of *Dinas Peternakan*, in order to increase professionalism of IB employee, breeders' empowerment, and optimal performance of breeders.

II. RESEARCH METHOD

Method used in this research is survey. Survey can be held on large or small population, but the data learned is only from sample taken from the population. Usually, survey research used to take something in generalization. Hypothesis test is using SEM (Structural Equation Modeling) analyze to decide the direct and indirect effect both service quality variable and breeder's empowerment on breeder's performance through the job satisfaction of breeders [7].

Hypothesis test: Service quality and breeder's empowerment significantly influence breeder's performance through breeder's job satisfaction.

Hypothesis test compares the coefficient of direct and indirect effect Regression model for direct effect is:

$$Y_2 = \beta_1 KL + \beta_5 KKP + Z_2 \quad (1)$$

$$Y_2 = \beta_2 PP + \beta_5 KKP + Z_2 \quad (2)$$

Statistic Hypothesis:

H0: $\beta_1 = \beta_2 = \beta_5 = 0$, means that the service quality and breeder's empowerment are not influence breeder's performance through breeder's job satisfaction.

Ha: $\beta_1 \neq \beta_2 \neq \beta_5 = 0$, means that the service quality and breeder's empowerment are influence breeder's performance through breeder's job satisfaction positively and significantly. Those variables are influence, if the t-test is identic with the CR (Critical Ratio) inside of SEM which has significant probability score. Each direct effect coefficient of variable showed by output standardized Direct Effect of Standardized Regression Weight. While the significant is tested by coefficient of Regression Weight. Indirect effect of service quality and breeder's empowerment on breeder's performance through their job satisfaction is tested by comparing Regression Weight significance level of coefficient, standardized Direct Effect coefficient and standardized indirect Effect coefficient. Analysis of direct effect, indirect effect and total effect need to held in order to decide whether the variable of breeder's satisfaction will be the variable of intervening or not. By that analysis, the effect of variables service quality and breeder's empowerment on breeder's performance through intervening variable of breeder's satisfaction is identified.

III. RESULT AND DISCUSSION

A. General Present

As the province with the highest population of beef cattle in Indonesia and one of cattle supplier nationally, East Java continuesly makes effort to increas population and productivity of beef cattle breed following the expectation to fulfill regional needs and national needs of beef cattle.

Below is the activities held in Jawa Timur (Annual Report of Activities on Developing Livestock and Animat Health in Jawa Timur, 2012):

1) Raising quantity and quality of seed and seedling by optimalizing local resource. By the ways :

a) Raising the quality of straw cement by developing the infrastructure.

b) Held training and KUPS supervision by supplying reader.

c) Held activity of productive female rescue.

2) Raising the cattle production by utilizing local resource through activity of IB optimization.

B. Result of Method Research

Service quality and breeders empowerment influence breeders performance through job satisfaction of breeders significantly. The result of hypothesis test can be seen from the table before:

Table 1. T-Test Result (Cr) Effect Of Service Quality And Breeders Empowerment On Breeders Performance Through Job Satisfaction Of Breeders

Variable	Direct Effecy	Indirect Effect	Total Effect
Service Quality On Breeders Performance Through Job Satisfaction Of Breeders	1,467	0,499	1,966
Breeders Empowerment On Breeders Performance Through Job Satisfaction Of Breeders	-1,056	0,020	-1,036

Source : Processed Primary Data, 2013

Based on the table 1, we can be know that, direct effect of service quality and breeders empowerment on job satisfaction is 1.015 and 0,042. The number of direct effect of service quality, breeders empowerment and job satisfaction on each breeders' performance is : 1,467, -1056 and 0,492. If total effect is bigger than direct effect, thus a variable can be called as intervening or mediate variable. Based on the analysis result about effect between each variable, job satisfaction is intervening variable mediating service quality on breeders performance, yet it can't mediating breeders empowerment on breeders performance.

The result of this research show that, job satisfaction have possitive and significant effect on breeders performance, it means that raising of job satisfaction will increase breeders performance. This relation can be seen from the quality, quantity and work standard in beef cattle breed farming. If the reward, autonomy work requires and

group policy taken by breeders are better, the higher breeders performance will be. Job satisfaction of the breeders is high spirit and encourage to reach aims of beef self-supporting 2014, so it needs to be enhanced. Breeders, who satisfied with their works, will trying to produce good cattle in quality and quantity, and will also work better in managing their livestock farming. Job satisfaction have possitive effect on performance.

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Test Result:

Variable = Service Quality On Breeders Performance Through Job Satisfaction Of Breeders (Direct Effect 1,467, Indirect Effect 0,499, and Total Effect 1,966)

Variable = Breeders Empowerment On Breeders Performance Through Job Satisfaction Of Breeders (Direct Effect -1,056, Indirect Effect 0,020, Total Effect -1,036)

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IV. CONCLUSION

Job satisfaction of beef cattle breeders is proved can be mediate service quality on breeders performance, it means that appropriate service quality of IB employee can encourage breeders, for they feel the satisfaction of job from the service of IB employee, so it increases breeders

performance while managing livestock farming. But, breeders job satisfaction can't mediate breeders empowerment on their performance, it means that empowerment given on breeders isn't fulfill breeders' necessary yet, so the breeders can't fell satisfied on their job, finally satisfaction feeling can't increase breeders performance in managing livestock farming [9]–[13].

Breeders who the participant IB can increase their job satisfaction by efficient the initial capital fund management which is in the form of beef cattle breed and adapt the fund for stable repair . In other side, to have good performance in managing livestock farming, breeders need to consider both cost outcome and last price of cattle produced.

For the next researcher, the research suggest to: 1). Using variables on this research to the other kind of farming, such as : agriculture, fishery and plantation.2). Developing research's variable by giving insentive on breedersk.

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