



Service management training approach model as a step to increase the professionalism of employees in the security task force

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ABSTRACT

The Security Unit (Satpam) has the task of maintaining security and order in their work environment in a professional manner, so they are required to take part in education and training that supports their professionalism as security personnel who are able to provide satisfaction to the users of their services. This research aims to examine the influence of service training and relational management as professional standards for security guard work, as well as verifying the relationship between work professionalism and satisfaction with security guard service users. This mixed methods research took 40 security guards who attended service and relationship management training. Paired sample analysis obtained a value of 7.342 with a probability of 0.000 ($p < 0.05$), proving that there was a significant increase in security guard competency after attending the training. The results of Pearson's analysis, obtained a coefficient value of 0.728 with a probability of 0.002 ($p < 0.05$), which is proven to have a positive and significant relationship between the professionalism of security guards who have attended training and the satisfaction of service users. It can be concluded that service and relationship management training is able to increase professional competence and have an impact on service user satisfaction.

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1. INTRODUCTION

Security Unit or better known as Security Guard or security is a profession that is still considered small and is carried out by people who are considered low level or lower class. Security guards are synonymous with guards who are said to be ready as long as they are well-built, fierce and brave. However, not all of these assumptions are true. Security guards can be categorized as a job that is not only carried out by the lower classes, but depends on where they are placed on duty. More importantly, security guard is a profession that is as important as other professions such as: educators, educational staff, operators and other work fields. Security guards have the main task of maintaining security and order and to support their main tasks. Security guards are also trained and trained by the police as outlined in Law Number 2 of 2002 concerning the Police of the Republic of Indonesia (Article 3 paragraph (1) letter c) and the Regulation of the Chief of Police of the Republic of Indonesia 2006 Concerning Training and Curriculum for Security Units. As environmental security

implementers under the auspices of the police, the security guard's job is to assist security in a limited area (Nadira et al., 2021).

When the security guard profession emerged, the existence of this profession was often looked down upon by various parties, and even now this profession has not yet received an award for dedication to the profession as a security guard (Selanno, 2019), even in existence there are still various organizations that employ security guard services. with salaries that are far below the minimum wage provisions (Nadira et al., 2021; Putra, 2020). Guarantees of various basic labor rights as well as guarantees of equality of opportunity and treatment without discrimination, including the existence of legal protection for security guard workers, are also still very minimal (Houghton et al., 2019). Apart from that, in everyday life, security guards or what is often called security from malls, housing complexes, to schools, have contributed to security in these areas, even becoming the front guard of an integrated environmental security system (Abriyoso, 2022). There is police regulation no. 4 of 2020 is a reference in developing the competency and profession of security guards, who are given the authority to carry out limited police duties, and this is part of self-protection activities with the authority to maintain security stability and public order (Bungsadewo et al., 2021).

Security guard education and training institutions have a very important role in producing prospective security personnel who are professional and have skills in the security sector. Therefore, security education and training institutions are very much needed in the current era. The role of the Security Unit (Security really helps create a situation and environment that is safe, comfortable, peaceful and orderly). Through security unit training (SATPAM), it is hoped that security guards will be born who have maximum competence in carrying out their duties among the community (Kurniawan et al., 2022), but the reality in the field does not match reality, the lack of competence of security guards is one of the causes of lack of implementation of Community Security and Order (Nadira et al., 2021).

However, in the research results of Soesanto, et, al (2023), it was stated that being a security guard is not just guarding the door or gate, but must have the ability to prevent, early detect, protect, report and control various forms of action such as intrusion, theft and physical danger. This is in accordance with the response from security service users, as reported in research by (Kalenggo et al., 2022; Sofianda et al., 2023), that companies need professional security guards, which is shown by proof of KTA issued by the Police, certification specialties such as K3 (Work Safety and Security), basic knowledge of Security, Fire Fighting, and self-defense. It can be said that the Security Unit profession is required to have physical qualifications as well as knowledge and skills that are in accordance with the requirements set out in the Indonesian National Work Competency Standards in the security services business sector (BUJP). However, there are various conditions such as the lack of supervision and commitment of security service users, or the users of these services, especially in the salary aspect, which is even equivalent to operator work, so the security guard work profession is often equated with the cleaning service profession, honorary teacher, and so on (Putra, 2020; Rakha et al., 2023).

Trust is important and is the number one aspect in the world of security guard professionalism, but gaining trust and maintaining it is not an easy thing, therefore security guards whose dedication and loyalty have been competently tested will be taken into account by the company where they work. This trust cannot be measured through tests but will be seen over time and competence during work, and is formed through coaching such as education and training that supports professional competence (Audina, 2022). Apart from that, security guards who work in factories, banking companies or other agencies work in teams of other security guards. Therefore, the ability to work together as a team is important for the effectiveness and efficiency of security, so that they can share patrol duties, working together to help each other with their work.

This research is important to describe the duties of security guards as professional workers who have competence according to their duties and roles in maintaining environmental security and order. What is new in this research is the policy of Perpol no. 4 of 2020 which determines the professionalism of security guards. So this research aims to measure the impact of training on the professionalism of security guards in providing additional services outside of security duties. In several previous studies, studies on efforts to increase professionalism that raised the object of security guards were still relatively rare. Analysis of the role and duties of security guards supported

by relationship management education and training is an additional task outside the policy of Perpol No. 4 of 2020 concerning the duties and roles of security units which researchers see as being able to contribute to the professional development of security guards as a field of work and a service business field.

2. RESEARCH METHOD

This research uses quantitative and qualitative methods or mixed methods (mixed methods research). The mixed methods research method is a planned, systematic, structured and measurable effort to jointly utilize two research methods, namely quantitative and qualitative, so as to emphasize the advantages and minimize the disadvantages of each method (Creswell, 2016). This effort was made to obtain maximum results, the advantages and reduce the weaknesses of the two research methods and to make this mixed research able to study every social phenomenon accurately, completely and in depth.

The population in this study took a sampling of 40 employees in the security sector from 2 security service companies or security service business entities (BUJP) PT. DAS and PT. VIP in Surabaya, which places several employees from the security unit (Satpam) who have taken additional training beyond the technical and professional training material provided by the Directorate of Education and Security Development of the East Java Regional Police (POLDA). Security guards who receive additional training, in the form of soft skills material (knowledge and character) and hard skills (work attitudes and behavior) which are packaged in the customer relationship communication training material are the security guards selected to be placed in banking institutions, places of worship and markets. in Surabaya. The reason for choosing this sampling was based on the consideration that security guards who have undergone official training, apart from receiving a certificate from the National Police, as carrying out limited police functions, have increasingly important duties (Kurniawan et al., 2022), namely as the front guard for security, especially in companies or agencies, especially security guards who have received additional coaching and training (Billa, 2023). The research design can be described in the following scheme.



Figure 1. Scheme of thinking and research flow

Based on this scheme, this research instrument was prepared using an attitude scale model questionnaire and the CSI (Customer Satisfaction Index) scale to measure the outcome of the training as an instrument that strengthens the output of the training results (Post test). The time between completion of training and re-measurement (Post Test) is 32 working days. Apart from that, the data will be verified by assessing service users (Users) and consumer responses regarding the behavior and work attitudes of security guards at several security employee work locations. Data analysis was carried out by statistical calculations using paired sample t test analysis, then the post test results were correlated with the CSI value using Pearson's product moment correlation technique.

3. RESULTS AND DISCUSSIONS

Referring to the data collected through questionnaires, it can be seen that security unit personnel (Satpam) from food service provider companies (BUJP) who have taken part in customer relationship training are distributed among several service user agencies, as follows.

Table 1. Security Unit Work Agencies

Service user agencies	Σ	$\sigma(\%)$
1. Kancab bni surabaya	6	15
2. Bca rungkut unit office	5	13
3. Univ. Petra christian	8	20
4. Sacred heart church	4	10
5. Al akbar mosque	5	13
6. Atomic markets	12	30
Total	40	100

Source: Processed by researchers

The data (Table 1) shows the distribution of data that describes the job location of security unit members (Satpam), of which 28% of security guards work in banking institutions, 20% work in educational institutions, 23% work in places of worship and 30% work in the Atom Market. Surabaya. From the location distribution data in the table, it can be seen that the job characteristics of security guards are required to adapt to the work environment and be able to adapt to the environmental conditions in each work place. The placement of security personnel such as security guards in educational institutions such as campuses and places of worship provides an illustration that the security unit (Satpam) is a strategic and important element to assist the police in maintaining security and public order in the campus environment, as well as places of worship which are public facilities. So it is hoped that safe, orderly and conducive conditions can be created for the community in carrying out various activities, both education, worship and economic activities. Apart from that, security guards are also prepared to deal with demonstration situations or disturbances and direct physical threats in educational environments and places of worship.

Furthermore, from the results of the questionnaire in the attitude scale model that measures the professionalism of security guards. The pre-test was given to security guards before attending customer relationship training and the post-test data was taken after 32 working days. The results of the pre-test - post-test can be seen as follows.

Table 2. Average Pre-Test Score - Post-Test for Professionalism

Indicator	Sub Indicator	Pre Test		Post Test	
		Mean	SD	Mean	SD
Integrity	Honesty	2,84	0,15	3,14	0,17
	Ethics	2,47	0,12	2,80	0,13
	Neatness	2,29	0,08	2,46	0,09
	Order	2,46	0,14	2,80	0,16
Communication	Informative	1,53	0,05	2,25	0,06
	Interactive	1,65	0,09	2,55	0,10
	Solution	1,52	0,11	2,25	0,12
Service	Empathy	2,27	0,14	3,08	0,16
	Friendliness	1,81	0,08	2,52	0,09
	Help	1,52	0,13	2,10	0,15
Technical	Security tool	1,27	0,06	2,40	0,12
	IT Operations	1,23	0,12	2,40	0,24
	Supervision	1,24	0,13	2,40	0,26
	Control	1,51	0,09	3,00	0,18

N= 40 Security Unit Officers (SATPAM)

Analysis of measuring the average value of the pre-test and post-test results explicitly shows an increase in the value of each indicator and sub-indicator. The existence of changes that are the effect of customer relationship training on security units (Satpam) on each indicator can be said to mean that the training activities can be said to be effective. One of the things that is very important for a company's success is managing good relationships with customers starting from service which falls into the role of security officers (Setiawan, 2019), and this strategy is very important for increasing customer satisfaction (Putra, 2020). It is hoped that this will continue over time so that companies have competitive advantages and also increase profitability. Therefore, customers need to be maintained and developed through customer relationship management (CRM) by providing quality services, one of which is respect for customers and providing a sense of comfort. and safe. That's why the presence of competent security guards who support service quality is very necessary (Kalenggo et al., 2022). Research reported by (Haughton et al., 2019), describes that security is a very important and mandatory aspect in work environment and company. Security guard officers are tasked and responsible for safeguarding assets and protecting the security and safety of the company and its employees (Setiawan, 2019), so security guard professionalism training is very necessary in order to support company operations in securing assets and services (Senarak, 2021)

To achieve professional security guards as security officers in their environment, several aspects of human resource development are needed, as stated by Robins (2016) that improving the quality of professional human resources requires adequate education, training and guidance. Jack Gordon (Audina, 2022; Setiawan, 2019), states that there are 6 (six) aspects contained in the concept of professionalism, namely: knowledge; Understanding (Understanding); Ability (Skill); Value (Value); Attitude (Attitude); Interest, the six indicators, can be built from the enrichment of service tasks obtained through education and training.

Table 3. SATPAM Job Profession

Task Location	Task Management	Value Weight (%)
Outside Area	1. Carry out the main duties, functions and roles of SATPAM	15
	2. Arrangement of traffic in and out of the Company area/crossings for employees, guests, and others	15
	3. Parking Marking	5
	4. Pay respects, greetings and thanks	10
	5. Direct guests to the desired/appropriate place	10
	6. Guest registration	5
	7. Carry out the handover of custody	5
	8. Implement the Company's internal SOPs	20
	9. Patrol	15
In the Building or Lobby Room	1. Carry out the main duties, functions and roles of SATPAM	15
	2. Open and close the entrance and exit doors for guests/employees	10
	3. Say hello/thank you	10
	4. Provide initial information if necessary	10
	5. Tidy up and ensure the availability of required property	15
	6. Maintain and organize queues well	15
	7. Help and provide needed information	5
	8. Implement Company SOPs	20
ther Guard Posts	1. Carry out the main duties, functions and roles of SATPAM	15
	2. Provide security in the task area	25
	3. Carry out the handover of custody	15
	4. Implement company SOPs	20
	5. Patrol	25

Source: Assessment Standard Document (BUJP PT. DAS)

Work activities with a weighted assessment of work professionalism as per the data (Table 3) can provide an overview of the complexity of work tasks and the role of security guards, especially

security guards who work rotationally occupy posts in buildings or lobbies, or guard posts in front of doors such as bank offices. Each security guard gives a welcome to every client or guest who comes, greets and provides information and even assistance, and guides customers if they experience difficulties operating financial service machines. This professional ability is not enough if security guards only receive official training from Police institutions, so additional training such as CRM is provided by BUJP as a company providing security services. Security guard education and training in order to improve the abilities (skills) and intelligence (intelligence) of security guard officers will play a role in providing the transfer of knowledge appropriate to their field as security personnel, the implementation of security guard education and training carried out by the government and the private sector both aims to produce security guards who are reliable and have high dedication in anticipating and dealing with all social security and order disturbances that occur.

The three task indicators (Table 3) are practically presented in the form of work behavior, according to the report by (Setiawan, 2019), that professional security guards are able to demonstrate excellent security capabilities (Excellent Security Service). Excellent security service, namely the best service model that showing concern for users, which includes concern for users; serve with the best attitude and actions; and provide user satisfaction by being oriented towards the expected service standards. The aspect of attitude that a security guard needs to demonstrate in order to be able to provide optimal service is through the best appearance, namely appearing clean and neat which can provide a feeling of comfort (Rahman et al., 2018) Professional security guards who are able to provide excellent service must always be able to provide maximum attention according to the needs of service users (Nadira et al., 2021). Apart from that, security guards are also required to always observe and respect every behavior of users and visitors at the location where they work (Kurniawan et al., 2022). So from the minimum service standards shown as a form of security guard work behavior, the training needs that reflect the professional competence of security guards can be described in the following scheme.

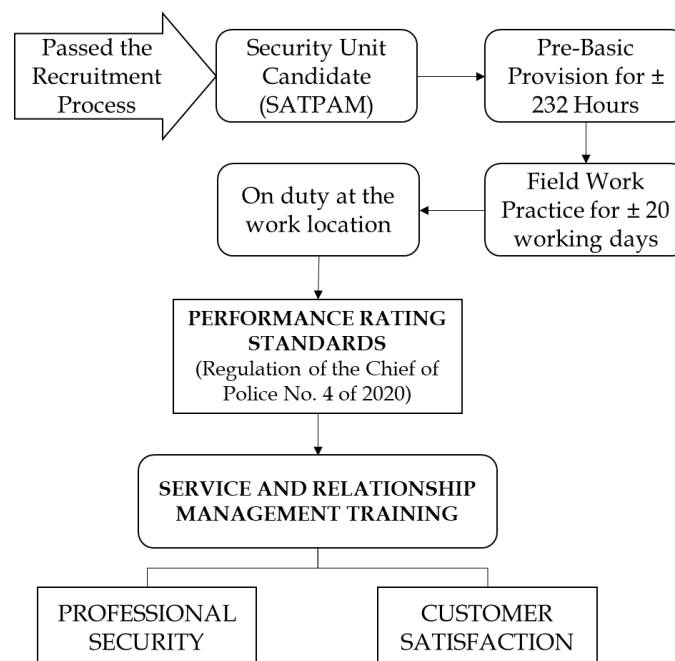


Figure 2. Training, Coaching and Work Assessment Model

This scheme can explain the flow starting from the recruitment process for security guard candidates, then basic training (gada Pratama) carried out by the Regional Police Agency for 232 hours of classroom education (soft skills), and practical or physical training (hard skills) for 20 working days. After completing the basic training, security guard candidates can be placed according to the requests of security service users, both in banking companies, community organizations, educational

institutions and so on. The next process is coaching, which has been carried out by the police agency where the security guard works. However, the coaching process that has been carried out so far is still at a formality level, so that to improve the abilities that support the professional competence of security guards, BUJP can organize further training such as service and relational management. This training is to meet the needs and requests of companies or individual users of security services. Then the final target of further guidance through this training is that security guards' competency or work performance assessments can be carried out and verified with satisfaction scores from security service users.

Referring to data collected from interviews with service users and customers, as well as administrators of service user organizations, an assessment was obtained which was summarized in data categories (indicators) and an assessment of the professionalism of security guards at each location as follows.

Table 3. Summary of Interview Results with service users

Service User Satisfaction Indicators	Satisfaction	Service Users
1. Carry out tasks according to the main duties and functions	B	Bank, Campus
2. Work attitude (Friendly and Firm)	B	Banks, Campuses, Houses of Worship
3. Responsiveness to situations	A	Banks and Houses of worship
4. Providing customer/congregation service	A	Banks and Houses of worship
5. Respond to hygiene problems	A	Banks, markets and houses of worship
6. Providing assistance	A	Banks and Markets
7. Order and discipline	B	Banks and Campuses
8. Relevant skills	B	Banks, Campuses, Markets
9. Readiness for additional tasks	B	House of worship
10. Communication skills	A	Banks, Houses of Worship

Source: Summary of interview results (processed by researchers)

The interview results which have been analyzed based on themes and categories regarding evaluation of the professionalism of security guards employed by service users show a very satisfactory assessment (A) and a satisfactory score (B). This can be said that service users have and have obtained security personnel or security guards in accordance with expectations and in accordance with what was promised by BUJP as a company providing security guard services.

Table 4. Hypothesis Test Results

	Training Effect		CSI		
	T test	Sign.	R	R ²	Sign.
Professionality	7,342	0,000	0,728	0,530	0,002

The table of results of the analysis of the effect of service training and relational management on security guards carried out by BUJP obtained a t value of 7.342 with a probability of 0.000 ($p < 0.05$) which proves that service training and relational management as measured by the pre-test and post-test have a significant effect. It can be said that the training carried out as part of increasing the professionalism of security guards has an impact on increasing the professionalism of security guards. This is also supported by the results of the correlation test as data verification which takes data from service users and the public who are related (Stakeholders) to service users and employees in security units. The Pearson correlation test obtained a total correlation value of 0.728 with a probability of 0.002 ($p < 0.05$), which can be said that the professionalism of security guards who receive training from BUJP is correlated with the level of satisfaction of service users or the public related to service users. The coefficient of determination value shows that the professionalism of security guards formed through training is able to contribute 53% to the level of satisfaction of service users and the community related to service users.

Service users in this research are institutions that employ security personnel (Satpam) while the community related to service users are customers (banking companies), the general public for users of places of worship, and the academic community who can carry out activities in the

environment that receives the service. services from security forces. The proven research hypothesis measuring the effect of training as a measure of increasing the professional competence of security guards, as well as its relationship with the level of satisfaction of security guard service users, is relatively appropriate and supported by several previous studies. Research stated by (William et al., 2022), that what needs to be paid attention to in security service businesses (BUJP) is that they have a moral and technical responsibility to provide training to produce quality and professional security personnel. (Senarak, 2021) explains that service quality and the ability to build relationships are the expected level of excellence and control over this excellence is to meet the needs of service users or the relevant community. (Agustina, 2020), reports that service training and relational management in the Security Officer unit is not just systematic but needs to be interspersed with the practice of building or establishing a sense of kinship, so that later Security Guard members will not only become tough security employees but also be flexible when facing disturbing situations and threaten security.

Security is a form of effort to secure an important condition for the operations of a company or other unit, so that the security unit or security guard must be able to create conditions that are free from all forms of disturbance and threats in their environment. Security guards must be able to protect facilities and infrastructure (material – personnel – documents and information) as well as various businesses from all kinds of disturbances and threats, both preventive and repressive (Kalenggo et al., 2022). The research report presented by (Yahya Dewata & Aji Puspitasari, 2022), also proves that security guard priority has an influence on community satisfaction, and to obtain security guards who are professional and competent in their field requires education and training related to service. (Haughton et al., 2019), stated that for education and training of security workers to have the ability (skills) and intelligence, security officers must receive training material that supports increasing their professional competence. The Suasta company as a company providing security services plays a role in providing the transfer of knowledge and skills in the field of providing security personnel, so that carrying out security guard education and training must be carried out together with various related parties who have credibility in the field of security and excellent service ((Audina, 2022). This is also in accordance with National Police Regulation No. 04 of 2020 concerning Pam Swakarsa, that BUJP can be a working partner to provide guidance or organize training with related agencies.

Companies or security service business entities (BUJP) that gain the trust of users are companies that are able to achieve optimal service quality, and can cover the imbalance between the assumptions of service users. So that the quality of services provided by BUJP is getting better, being able to provide security unit officers who are professional and competent in their fields, and are able to support activities carried out by service users. There is an assumption that service quality that provides the best facilities and can provide convenience, comfort and security to customers will provide a good sense of security and trust, so that it can influence customers to take advantage of services and transactions with service users (Yahya Dewata & Aji Puspitasari, 2022) . User satisfaction is a measure of organizational capability (BUJP) in business competition that supports service users to retain customers (Billa, 2023). The satisfaction obtained by service users is important for every organization based on customer service or community service or technology-based (Abriyoso, 2022).

4. CONCLUSION

Research that takes security workers (Satpam) from two security service provider companies (BUJP) using a mixed research method, with a cross sectional approach involving service users and related aspects as verification of training activities that support the professionalism of Security Guards. The effectiveness and success of training with service and relational management material provided to security guards is also proven from the views of security guard service users, drawn from organizations and agencies as well as the community related to service users. The research results measured from the pre-test and post-test prove that there has been an increase in security guard professionalism training with material on service and relational management, meaning that there is an effect of increasing the professional competence of security guards after receiving the training. The results of this research are proven by user views, which prove that security guard professionalism has a significant relationship with user satisfaction and the beneficiaries of security guard professionalism. Considering the research results and conclusions described, it is

recommended that security service provider companies (BUJP) should provide relevant training to improve the professional competence of security guards, so that they can maintain trusting relationships between service users and maintain service user loyalty. It is also recommended to collaborate in providing the required training with related agencies to improve the professional competence of security guards, such as securing document data and using technology as part of security work equipment which continues to develop.

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