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THE EFFECT OF OPTIMIZATION SERVICE AND WORK MOTIVATION WITH DISCIPLINE OF EMPLOYEES IN MEASURING PERFORMANCE SATISFACTION ON EDUCATION PERSONNEL IN UPT OF EDUCATION DEPARTMENT IN THE DISTRICT OF EAST KUTAI
(A Research Conducted at Six UPT of the Education Department in District of East Kutai)

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Abstract

This study aimed to determine the effect of Service Optimization, Work Motivation, and Employee Discipline in Measuring Performance Satisfaction Against Education Personnel in UPT and the Department of Education in the District of East Kutai. This causal study was carried out in eighteen districts and twenty UPTs and one education department in the District of East Kutai. The research method used is a quantitative method with multiple regression. The sample of this study was 102 respondents from 459 populations. The results of this study concluded that there was a significant positive effect both partially and simultaneously between the variables Optimizing Services, Work Motivation and Employee Discipline in Measuring Performance Satisfaction Against Education personnel in UPT and the Education department in District of East Kutai. Based on the results of this study, the researchers concluded that the better a service, the more educational personnel feels more satisfied at work (1), The higher motivation at work, the more satisfaction will be at work (2), The more disciplined employees are in carrying out the tasks in force, the more satisfaction they will have at work (3), The more optimal the service, the stronger the work motivation, and the more obedient employees carry out work discipline, the more they will increase the satisfaction of performance together with the education staff so that the service will get better as well

Keywords: Services optimization, work motivation, the discipline of employee, satisfaction performance

INTRODUCTION

The development of increasingly advanced times in the decade of 2010 requires quality human resources. Good quality of human resources is the main capital to achieve development goals. One of the ways to improve the quality of human resources in education. Law Number 20 the Year 2003 concerning the National Education System in Chapter I Article 1 Paragraph 1 states education is a conscious and planned effort to create an atmosphere of learning and learning process so that students actively develop their potential to have religious-spiritual strength, self-control, personality, intelligence, noble character, and the skills needed by himself, the community, and the nation. The national education system is an overall component of education that is interrelated in a unified way to achieve national education goals. One of the components of national education is the education personnel who are tasked

with carrying out administration, management, development, supervision, and technical services to support the educational process in the education unit.

Educational staff is obliged to help create an educational atmosphere that is meaningful, fun, creative, dynamic, and dialogic and it must be an example and be able to maintain the professionalism of institutions, professions, and positions under the trust given by the community to be the most important part in the process of providing education. The quality of the teaching staff is the skills of teaching to optimize their performance in order to produce optimal services in the implementation of education.

The quality of education in Indonesia is currently very poor. This is proven, among others, by the 2009 UNESCO data on the ranking of the Human Development Index, which is the composition of the rankings of educational attainment, health, and income per capita which shows that Indonesia's human development index is declining. Among 174 countries in the world, Indonesia ranked 111th in 2007 from 109th in 1999, downgrading. This shows the quality of Indonesia's human resources has fallen. According to the Political and Economic Risk Consultant (PERC) Survey, the quality of education in Indonesia ranks 12th out of 12 countries in Asia, Indonesia's position is under Vietnam. Data reported by The World Economic Forum Sweden (2000) shows that Indonesia has low competitiveness, which only ranks 37th out of 57 countries surveyed in the world. And still according to a survey from the same institution that Indonesia is only predicated as a follower, not as a technology leader from 57 countries in the world.

Entering the 21st century the world of education in Indonesia became a scene. The excitement was not caused by the greatness of the quality of National Education but more was due to the awareness of the dangers of underdeveloped education in Indonesia. This is caused by several basic things. One of them is entering the 21st century, a wave of globalization felt strong and open. Technological progress and the changes that occur provide new awareness that Indonesia is no longer independent. Indonesia is in the midst of a new world, an open world so that people are free to compare life with other countries. What we feel now is a lag in the quality of education, both formal and informal education. The results were obtained after the researcher compared it with other countries. Education has indeed become a pillar in increasing Indonesia's human resources for nation-building. Therefore, we should be able to increase Indonesia's human resources that are not inferior to competing with human resources in other countries.

Other data based on conclusions reported by the World Bank in the World Development Report in 2002 stated that public services in Indonesia are still very low. The results of the Governance and Decentralization Survey (GDS) in 2002 found three important problems that often occur in the field in the administration of public services, namely first, the extent of service discrimination. Optimizing public services by the government bureaucracy is not an easy job, given the optimization involves various aspects that have been entrenched in the government bureaucracy circle.

One of those aspects is the bureaucratic culture which is not conducive. The main problem of public services is related to improving the quality of the service itself. Quality service is highly dependent on various aspects, namely how the implementation pattern (Governance), human resource support, and institutional as well as the existence of a clear concept. Service procedures and ethics that develop in the government bureaucracy are very far from values and practices that value nationals as sovereign citizens. Service procedures, for example, are not made to facilitate services, but rather to control the behavior of citizens, so that the procedures are complicated and not systematic.

Indonesia is a big nation. National development carried out by the Indonesian people is for whole people who aim to create a just and prosperous society based on Pancasila and the 1945 Constitution. Improving the quality of human resources in today's global competition, the world of work needs people who can think to move forward, are smart, innovative, and able to work with high spirits in the face of the current era of globalization.

The existences of competition in various sectors make the process of management and maintenance of organizational management increasingly get serious attention from all elements in an organization. Human resources, in this case, are employees of an

institution/organization, of course trying to work with the capabilities they have to achieve the desired performance satisfaction. Employee performance satisfaction must be created as well as possible so that the morale of work, dedication, love, and discipline of employees increases.

Job satisfaction is a pleasant emotional attitude and a sense of love for his work. This attitude is reflected by the morale of work, discipline, and work performance. Job satisfaction is enjoyed at work, outside of work, and a combination of inside and outside of work (Malayu, 2000, in 199). Understandably, the productivity of an organization is influenced by many factors, such as opportunities for additional education and training, fair, rational, and objective performance appraisal, reward systems and various other factors. Motivation and job satisfaction are part of the various factors. However, from the viewpoint of maintaining relationships with employees, motivation and job satisfaction are important parts, because with this motivation it is expected that each employee will work hard and enthusiastically to achieve high productivity. Motivation questions how to direct the power and potential of subordinates, so they want to work together productively to achieve and realize the goals that have been determined.

Every activity carried out by someone is inseparable from various motives (driving forces) and attitudes, which encourage a person to carry out a series of activities. The motivation that comes from someone to do something is called motivation. Without motives, people will not do anything. That is why motives need to be discussed and fostered so that they can be positive drivers of actions under what is desired by the organization. Motivation can arise from within because there are basic human needs that are universal but can also be transcribed from the outside. Stimulation from the outside can be physical or non-physical. Even though there is a motive than to act, but it does not guarantee that the act will produce the desired results. As a guarantee, at least as a helper so that the act can produce something that is desired in good condition, besides that it needs to be accompanied by the attitudes and behavior that are brought by the person concerned. The attitude that underlies a person's behavior will give a change to the act so that those who receive the results of the act (in this case the party receiving the service) will feel satisfied and have a good impression of the way the service is provided. This has a positive impact on the organization and service actors in the organization. So changing the mindset is the best tool for service.

On the other hand, in public services, there are several important supporting factors, including regulatory factors which form the basis of service work. Rules are important tools in all people's actions. In a work organization, rules are made by management as the party authorized to regulate everything in the work organization. Therefore, various rules/norms set by an institution have a very important role in creating discipline so that employees can comply and implement these regulations (Ulfah M, 2011). One of the requirements to develop a disciplined attitude in the work environment is a complete division of work to the lowest employees or officers so that everyone knows consciously what their job is, how to do it, when the work starts and when it finishes, what kind of work results required, and to whom he is responsible for the results of the work. One of the weaknesses in us that is often not realized that is essentially very detrimental, both for the organizers of activities and for people who receive services is, we can create (including here rules) but we are very weak in maintaining our creation. As a result, it is clear that the rules as a result of the creation no longer fulfill their original function, are not / are less useful, and can even be detrimental to those who are supposed to obtain good services.

One of the forms of maintaining rules is the existence of discipline in an orderly and consistent manner. Through high discipline, the implementation of a rule can achieve its purpose and its benefits can be felt by all parties, provided that the rule is made after considering the principles of justice and benefits for the public interest.

Based on research conducted by Rohmalia (2014) shown that: (1) Motivation has a positive and significant effect on performance satisfaction, (2) Work motivation has a positive and significant effect on teacher performance (3) Work discipline has a positive and significant effect on job satisfaction, (4) Work discipline has a positive and significant effect on teacher performance, (5) Performance satisfaction has a positive effect on teacher performance.

While research conducted by Abidin Nur (2010) shows that Performance Satisfaction does not significantly influence the Work Discipline of employees, Work Motivation does not significantly influence Work Discipline, Performance Satisfaction does not significantly influence Employee Performance, Work Motivation has a significant effect on Performance, and Work Discipline has a significant effect on employee performance.

Based on the description above it can be illustrated that service in an organization is very important and motivation, discipline, and satisfaction of employee performance, in this case, the education staff is very influential on the quality of the education system. given the importance of this, the researcher conducted a study with the title: "THE EFFECT OF OPTIMIZATION SERVICE AND WORK MOTIVATION WITH DISCIPLINE OF EMPLOYEES IN MEASURING PERFORMANCE SATISFACTION ON EDUCATION PERSONNEL IN UPT OF EDUCATION DEPARTMENT IN THE DISTRICT OF EAST KUTAI - EAST KALIMANTAN PROVINCE".

Formulation of the problem

In this study the dependent variable is Performance Satisfaction of educational staffs (Y), The first independent variable is (X₁) is Service Optimization, the second independent variable (X₂) is Work Motivation, and the third independent variable (X₃) is the Discipline of Employees against educators. Based on the limitations of the problem previously described, the research problem can be formulated as follows:

1. How does Service Optimization affect the Performance Satisfaction of the education staff at the UPT and the Department of Education in East Kutai?
2. How does Work Motivation affect the performance satisfaction of the education staff at the UPT and the Department of Education in East Kutai?
3. How does employee discipline affect the performance satisfaction of the education staff at UPT and the Department of Education in East Kutai?
4. How does the Optimization of Services, Work Motivation, and Employee Discipline affect the performance satisfaction of the education staff at UPT and the Department of Education in East Kutai?

Theoretical Framework

Definition of Performance Satisfaction

Performance can be defined as how well the work is done in accordance with established standards (Pyne, 2009 in Jumriati, 2018). Performance Satisfaction of the educational staff is a feeling of someone who gets an experience of performance (or results) that has met his expectations, which include (Assauri, 2003): 1) Time spent waiting to be served. 2) Speed and accuracy in providing services to students. 3) On time in carrying out tasks and keeping promises. Friendliness and politeness of leaders and employees in behaving and talking, 5) The knowledge of leaders and employees in the service, 6) Procedures in service and completion of services, 7) Ease of leadership and employees to contact. 8) A comfortable and clean service place for education staff. 9) Creating good service. 10) The friendliness of the service affects the performance satisfaction of the education staff.

According to Kotler (2007), customer satisfaction is the level of one's feelings after comparing the performance (or results) he feels compared to his expectations. One way to measure customer attitudes is to use a questionnaire / rating scale. Companies must design a questionnaire / rating scale of customer satisfaction that can accurately estimate customer perceptions about the quality of goods or services.

Newstrom argued that, "Job satisfaction is the favorableness or unfavorableness with employees view their work." Performance satisfaction means a feeling of support or not support experienced by employees (Employees from the basic word "Work" mean workers, often in a large factory or office. By the New Order Government, this word was used to replace the term laborers who had been tabooed in Indonesia since 1965).

Definition of Prime Service

Related to service, there are two terms that need to be known, namely serving and service. Understanding serving is helping to prepare (take care) what someone needs. While the notion of service is an effort to serve the needs of others. (KBBI).

Services are basically activities offered by organizations or individuals to consumers (who are served), which are intangible and cannot be owned.

Definition of Motivation

Motivation is a behavioral activity that works in an effort to meet the desired needs. To understand more deeply the definition of motivation here are some opinions of experts about motivation.

Chung & Meggison stated that "Motivation is defined as/goal-directed behavior. It concerns the level of effort one exerts in pursuing a goal. It is closely performance "

While, George R. Terry (2006) and Gleitman and Reber (2004) in Suhaimi, Akbar and Sjamsir (2019) defined motivation as a desire that exists in someone and induces them to take actions. considered motivation as an energizer or power supplier. It is internal state of both human and animal organism, which encourages them to do something. Work motivation encourages the teacher who aims at carrying out the task responsibly.

Definition of Discipline

According to Simamora (1997) Discipline is a procedure that corrects or punishes subordinates for violating rules or procedures. Work discipline is a tool used by managers to communicate with employees so that they are willing to change a behavior and as an effort to increase one's awareness and willingness to obey all company regulations and applicable social norms.

Hasibuan (2004) argues that discipline is the awareness and willingness of a person to obey all company regulations and applicable social norms.

METHODS

This research is a causal associative research using a quantitative approach. Causal associative research is research that aims to determine the effect between two or more variables. This study describes the relationships that affect and are influenced by the variables to be studied. Using a quantitative approach because the data to be used to analyze the relationships between variables is expressed in numerical number or scales. This research analyzes about Effect of Optimization Service and Work Motivation With Discipline of Employees In Measuring Performance Satisfaction on Education Personnel In UPT of Education Department In The District of East Kutai of East Kalimantan Province.

The research hypothesis testing was carried out by calculating questionnaire data that had been distributed in the field to respondents. Regression is carried out to test the relationship between variables, among them must meet the requirements that the variables have a linear relationship, in addition to testing the linearity between the research variables and to find out how much influence the independent variables X1, X2, and X3 on the dependent variable Y.

To find out the influence of these research variables, an analysis technique with the help of the SPSS for Windows computer version 16.0 was used.

RESULTS AND DISCUSSIONS

RESULTS

The Direct Effect of Positive Service Optimization, Work Motivation, and Employee Discipline on Performance Satisfaction (X1, X2, X3 To Y)

The hypothesis to be tested is:

$$H_0. : \beta_1 = \beta_2 = \beta_3 = 0$$

$$H_1. : \beta_j \neq 0, \text{ For the smallest one of } j. j = 1,2,3$$

Use a Significant Level 0.05, by test F
Based on the calculation results obtained sig value. = 0,000 which means smaller than the value of $\alpha = 0,05$. Because the statistical significance level F is less than the significance level of testing, is $0,000 < 0,05$ so H_0 is rejected. This means that there are coefficients that are not equal to zero. So it can be concluded that there are independent variables (Service Optimization, Work Motivation, and Discipline) that significantly influence Performance Satisfaction.

The Direct Effect of Positive Service Optimization on Performance Satisfaction (X1)

The hypothesis to be tested is:

$$H_0. : \beta_1 = 0$$

$$H_1. : \beta_1 \neq 0$$

Based on the calculation, the value of sig is obtained. = 0,003 which means smaller than the value of $\alpha = 0,05$. To find out whether it is significant or not, Service Optimization has a positive effect on job satisfaction, then a hypothesis test is performed. based on the results of the calculation, obtained t count = 3,011 while t table = 1,659 at dk = 3/102 and $\alpha = 0,05$, so t count > t table or $3,011 > 1,659$.

Based on this case, the null (H_0) hypothesis proposed is not accepted, while H_1 is accepted meaning that Service Optimization has a positive effect on Performance Satisfaction.

Positive Direct Effect of Work Motivation on Performance Satisfaction (X2)

The hypothesis to be tested is:

$$H_0. : \beta_2 = 0$$

$$H_1. : \beta_2 \neq 0$$

Based on the calculation, the value of sig is obtained. = 0,000 which means smaller than the value of $\alpha = 0,05$. To find out whether it is significant or not, work motivation has a positive effect on performance satisfaction, then hypothesis testing is performed. The calculation results obtained t count = 6,572 while t table = 1,659 at dk = 3/102 and $\alpha = 0,05$, so t count > t table or $6,572 > 1,659$.

Based on this case, the proposed null hypothesis is rejected, while H_1 is accepted meaning that work motivation has a positive effect on Performance Satisfaction.

The Positive Direct Effect of Employee Discipline on Performance Satisfaction (X3)

The hypothesis to be tested is:

$$H_0. : \beta_3 = 0$$

$$H_1. : \beta_3 \neq 0$$

Based on the calculation, the value of sig is obtained. = 0,003 which means smaller than the value $\alpha = 0,05$. To find out whether it is significant or not, employee discipline has a positive effect on performance satisfaction, then a hypothesis test is conducted. The calculation results obtained t count = 3,098 while t table = 1,659 at dk = 3/102 and $\alpha = 0,05$, so t count > t table or $3,098 > 1,659$.

Based on this case, the null hypothesis proposed is rejected, while H_1 is accepted, which means that Employee Discipline has a positive effect on Performance Satisfaction.

DISCUSSION

Relationship effect of Service Optimization and Performance Satisfaction of Education Staff.

Based on the results of the regression test, it was found that there is an effect of Service Optimization on the Satisfaction of the Performance of Education Personnel/staff in UPT and the Education Department of East Kutai.

This is because even though the skills and knowledge of the staff can provide good services, if not supported by inadequate facilities and infrastructure, the expected results will not be maximal. This is in line with Aisyah's (2012) research on the relationship between internal service quality and job satisfaction and the ability of officers to provide quality service at Regional Hospital (RSUD) of Lanto Daeng Pasewang

This is not in line with the decision of the minister for the utilization of the State apparatus NO 63 / KEP / M.PAN / 7/2013 on general guidelines for the administration of public services, that this policy will not be achieved optimally if the government apparatus does not work optimally, therefore, the policy issued by the minister of Administrative Reform to improve the quality of services must be balanced with efforts to optimize the performance of the government apparatus and do it consistently with due regard to all the needs and expectations of the community.

Effect Relationship of Work Motivation on Satisfaction Performance of Education Personnel.

Based on the results of the regression test it is known that there is an effect of work motivation on the performance satisfaction of the education staff at the UPT and the Education Department in East Kutai.

This is in line with research conducted by Ratna Sari (2016) with the title influence of work motivation and competence on job satisfaction and its implications on employee performance at the UPT of the community health center in Sindang Jaya, Bandung, namely From the results of the t-test of motivation (X1) Employee Satisfaction (Y) can be formulated in the path analysis equation as follows: $Y = 0,626X1 + 0,608$ The equation of the path analysis above illustrates that the higher the motivation, the greater the employee satisfaction. From the results of the t-test between motivation variables (X1) and Employee Satisfaction Variables (Y) with a path coefficient of 0.626, obtained $t_{count} 5,438$ greater than $t_{table} 1,684$, with a significance level of 0.05 then H_0 is rejected. Thus it can be concluded that motivation influences employee satisfaction at UPT Sindangjaya of the community health center is 39.19%

This is in accordance with Chun and Meggison in Sulastri (2010: 90) state: "motivation is formulated as a behavior that is shown on the motivation target related to the level of effort that someone will do in pursuing a goal. Motivation is closely related to job satisfaction and job performance ". Motivation is a driving force that is able to move employees so that they feel satisfied at work and encourage them to work better. This is in accordance with Hasibuan (2004) that providing motivation makes someone more eager to work in order to work together, work effectively, and integrated to gain satisfaction. Besides, motivating employees aims to encourage employees to work more enthusiastically, increase employee job satisfaction, increase employee discipline, create good working conditions and relationships and increase a sense of responsibility for the tasks being done.

In organizations, motivation has an important role, because it involves directly the human element in the organization and maintains harmony between the desires of the organization with the desires of employees as individuals. The human element in an organization consists of two groups of people, those who lead (management) and those who are led (employees/workers). The problem of motivation in organizations is the responsibility of management to create, organize, and implement it. Therefore it is by the character of motivation which is that it is a stimulus or motive that can foster the motives of people so that they are willing to act in accordance with the will of the organization. This is supported by Handoko (2001) and Hasibuan (2007) that the motivation of employees basically aims that the

employee feels satisfied which is then implemented to others in the form of providing good service to customers. Therefore motivation has an important role in achieving job satisfaction.

The effect relationship of Discipline on the Performance Satisfaction of Education Staff.

Based on the results of regression testing, it is known that there is an effect of Discipline on the Performance Satisfaction of the education staff at the UPT and the Education Department of East Kutai.

This is in accordance with research conducted by Ahmad Nurul Huda (2017) with the title Effect of Work Motivation and Work Discipline on Job Satisfaction of Employees in Cooperative of *Simpan Pinjam* at Karya Mukti Village of Unit in Pelepat Ilir Sub-district, Bungo Regency, namely the gained coefficient for variable work discipline (X2) is 0.517 or can be expressed as a linear equation $Y = 0.517 (X2)$. The research results obtained t value of 9.142 with sig = 0,00 so H_0 is rejected, in other words work discipline affects job satisfaction, this means that H_2 is accepted. The contribution of work discipline to job satisfaction is known from the Standardized Coefficient Beta of 51%. This means that work discipline gives an effect on job satisfaction by 51%.

This is in line according to Hasibuan (2007: 193) that Discipline is one's awareness and willingness to obey all company regulations and applicable social norms. Discipline must be upheld in an Organization / institution. Without the support of good employee discipline, it is difficult for organizations to realize their goals and satisfy the performance of employees themselves. So, Discipline is the key to the success of an agency in achieving its goals."

Increased work discipline is caused by the presence of employees who are on time, never go home before working hours are finished, able to finish work on time, able to use time effectively, work with good quality, look polite and dress according to the existing rules so this matter can cause job satisfaction of employees, so it will increase. When someone feels satisfied in carrying out the work, of course, he will try to maximize the ability possessed in completing his duties. In maximizing one's abilities and work, he will be disciplined or obey the rules set in an organization.

Effect of Service Optimization, Work Motivation and Employee Discipline on the Performance Satisfaction of Education Staff in UPT and the Education Departement Jointly Affecting and Having Significant Relationships

The results of the hypothesis test with the f test and t test then described that there is an effect of Service Optimization, Work Motivation and Employee Discipline on Performance Satisfaction jointly have a positive relationship.

Therefore, the better the Optimization of Services, the more Work Motivation, and Discipline of Employees will increase and also the better the performance satisfaction of these educators. This proves that variable X1 (Service Optimization), variable X2 (Work Motivation), variable X3 (Employee Discipline), and variable Y (Performance Satisfaction) has a very important meaning in measuring performance satisfaction at UPT and the Education Departement in District of East Kutai.

The results section should provide details of all of the experiments that are required to support the conclusions of the paper. The section may be divided into subsections, each with a concise subheading.

It is advised that this section be written in past tense. It is a good idea to rely on charts, graphs, and tables to present the information. This way, the author is not tempted to discuss any conclusions derived from the study. The charts, graphs, and table should be clearly labeled and should include captions that outline the results without drawing any conclusions. A description of statistical tests as it relates to the results should be included.

CONCLUSIONS

Based on an analysis of the results of this study, several findings can be submitted as conclusions, which are described as follows: (1). Service Optimization has a positive effect on the performance satisfaction of the education staff, meaning that the services provided optimally including the service facilities and infrastructure will increase job satisfaction. Based on the calculation, the value of sig is obtained. = 0,003 which means smaller than the value of

$\alpha = 0,05$. To find out whether there is a significant or not, Service Optimization has a positive effect on job satisfaction, then a hypothesis test is performed. The calculation results obtained t count = 3,011 while t table = 1,659 at $dk = 3/102$ and $\alpha = 0,05$, so t count $>$ t table or $3,011 > 1,659$. (2). Work Motivation has a direct positive effect on the performance satisfaction of the educational staff, meaning that the higher the motivation at work, the more satisfaction will be at work. Based on the calculation, the value of sig is obtained. = 0,000 which means smaller than of $\alpha = 0,05$. To find out whether it is significant or not, work motivation has a positive effect on performance satisfaction, then a hypothesis test is conducted. The calculation results obtained t count = 6,572 while the t table is = 1,659 at $dk = 3/102$ and $\alpha = 0,05$, so t count $>$ t table or $6,572 > 1,659$. (3). Employee Discipline has a positive direct effect on the performance satisfaction of the teaching staff, which means that the more disciplined and more obedient the employees are in carrying out the rules that apply to the work environment, the more satisfaction they will have at work. Based on the calculation, the value of sig is obtained. = 0,003 which means smaller than the value of $\alpha = 0,05$. To find out whether there is significant or not, employee discipline has a positive effect on performance satisfaction, then a hypothesis test is conducted. The calculation results obtained t count = 3,098 while t table is = 1,659 at $dk = 3/102$ and $\alpha = 0,05$, so t count $>$ t table or $3,098 > 1,659$. (4). Service Optimization (X1), Work motivation (X2), and Employee Discipline (X3) positive direct effect jointly on Performance Satisfaction (Y) educational staff. This means that the more optimal the service, the stronger the work motivation, and the more rules are obeyed by employees in carrying out the work discipline, the more they will improve performance satisfaction in working from the education staff. Based on the calculation results obtained by the value of sig. = 0,000 which means smaller than the value of $\alpha = 0,05$. Because the statistical significance level F is less than the significance level of testing, that is $0,000 < 0,05$ so H_0 is rejected. This means that there are coefficients that are not equal to zero (0). So it can be concluded that there are independent variables (Service Optimization, Work Motivation, and Employee Discipline) that significantly influence Performance Satisfaction. Based on this case, the null (0) hypothesis proposed is rejected, while H_1 is accepted which means that Service Optimization, Work Motivation, and Employee Discipline have a positive effect on Performance Satisfaction.

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