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## The Power of Interpersonal Communication Skill in Enhancing Service Provision

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### Abstract

One of interpersonal soft skill is a skill of interpersonal communication; that is the focus of this research. The purpose of this paper are defined in two parts. First, to explore the interpersonal communication skills of the educational staff. Second, to recognize the power of this interpersonal communication. The research of this paper has been studied by means of qualitative method. The approach of this study is a sequences of in-depth interviews with 4 informants of each faculty with A credit for accreditation examination result. This research result finds that there are 3 interpersonal communication skills of educational staff area. Secondly, there are power of the interpersonal communication skill which have made improvement to service providing in the work unit. The results of this research also explain whether maintaining interpersonal relationship enhances the service providing.

**Keywords** — Communication Skill, Interpersonal Communication, Service Provision

### A. Introduction

For many years until this time; in human resource perspective, interpersonal soft skill has been reliably positioned as greater as significant prerequisite for steering successful performance in the division of every work unit. This revolve around and emerge to the quality provides through service.

Quality and customer satisfaction are thoroughly associated, quality provides an reinforcement to customers to establish strong connection with the company. This kind of bond in the long track allows companies to understand customers' expectations and their needs carefully, so the company can increase customer satisfaction; where the company involvements a pleasant customer experience and eliminates unpleasant customer experiences.

Providing service quality is a form of consumer valuation of the level of perceived service with the expected service level. Consumer satisfaction in the service sector is an important and decisive element in developing a company so that it is able to face competition. The role of soft skills and hard skills of employees must have spesific quality so as to excellent service can be apprehended effectively. In other words, employees must be able to build trust among consumers with the purpose of service quality can be fulfilled.

Services in the public sector continue to improve and begin to adopt the private sector to maintain and improve the quality of services in the government. At present the public service in the government continues to be the focus of the public to continue to be improved so that the performance of the government apparatus that has been running also needs the development and improvement of its soft skills in terms of public services. One form of service in the public sector is educational institution. In some level, educational institution endure to escalate the value of their services to assist service to students.

In human resources perspective, interpersonal soft skill has been reliably positioned as greater as an significant prerequisite for steering successful performance in the division of every work unit. It aspects sensible to determine that one of the most obstructing forces to providing effectively is a hardship of maintaining interpersonal soft skill.

Hard skill and soft skill practically a proper combination all corporations necessitate for each employee and staf today. Amid HR practitioners, impending hard skills alone is now becoming superseded and starting to improve employee soft skills by providing training and motivation on a regular basis. This can be seen in the job advertisements of various companies which also require soft skills, such as team work, communication skills, and interpersonal relationships, in job requirements.

Mary Bambacas remarked that over decades, many studies has been focusing on the research on commitment of organization, or else organization communication, left alone interest in the roles of communication skills and interpersonal relationship. Whereas these two aspect are related to each other, as well being life support to one another (2008 : 52)

Furthermore, Bambacas suggest whether the cumulative emphasize on providing service, accomodates the urge to understand how the communication skill and interpersonal relationship going on between human resource and clients emerge the significant of the roles itself.

More spesifically this study wants to explain more about these following : (1) how the communication skill of educational staff is; (2) What power of the interpersonal communication skill ruling in providing service.

## **B. Literature Review**

### **Interpersonal Soft Skill**

The interpersonal relationship skills are very important aspect in measuring service selling in recent times. Muhaiminul Islam and friends affirm Rajandelved theory of service and industry; whether most measurable features in a person's performance were interpersonal skills, salesmanship, technical skills and sales techniques. According to the study, the non-verbal communication plays a vital role in interpersonal skills sets; whereas interpersonal skills like ability to manipulate (2016 :79).

Klein, DeRouin, and Salas in Bachman define interpersonal skills as an umbrella term. This term refers to "goal directed behaviors, including communication and relationship-building competencies, employed in interpersonal interaction episodes characterized by complex perceptual and cognitive processes, dynamic verbal and nonverbal interaction exchanges, diverse roles, motivations, and expectancies."

On the other hand, Hunt and Baruch in Bachman stated that interpersonal skills development in the perspective of human resource management revolves around leadership, negotiation, and communication skills (2018).

Lorraine Pellack once specified whether interpersonal relationships will have a tremendous impact on the service given to patrons. Interactions and congeniality between staff members breeds approachability.

Interpersonal skills can be developed at any point in life. Time spent developing interpersonal relationships between co-workers is a necessity for good customer service and a healthy, inviting work environment (2003).

Khan & Ahmad examined that interpersonal skill conclude ability to motivate, communicate and building team (2012). As a final point, Katherine Quinn defines interpersonal skill as the ease and comfort of communication between individuals and their associates, seniors level, juniors level, clients, and other stakeholders. Furthermore Quinn believe whether interpersonal skill contains the capability to inspire others, conflict managing, effective communication, and team building.(2014).

### **Interpersonal Communication Skill**

Abbasi and friend examined that several of studies describe the significance of interaction; a few show the importance of communication skill, which goes ahead of social skills by containing affective, cognitive, and behavioral essentials. (2011 : 243)

Amit Singh described interpersonal communication by means of the process of transmitting information and joint understanding from one person to another, which is very essential for the success of any organization. Therefore it must be effectively handled to ensure the accomplishment of the organization's goals.

Furthermore, Singh stated that inside the organization; a communication must work as the flow of information, materials, perceptions and understandings among the numerous stakeholders of the organization, all the methods, media and means of the communication, all the networks, channels, systems of communication or organizational structure, all the person – to – person interchange or interpersonal communication. They includes all aspects of communication and make it comprehensive, because it advises that there is so plentiful things are going on in the organization (2014 : 36).

Sharon Pope explained that interpersonal communication skills are defined into the following four categories: first, communication that includes verbal, nonverbal and listening skills; second, conflict resolution and negotiation skills; third, collaboration and teamwork skills; and fourth, cross-cultural skills (2015:15).

Pope also affirms the key definition of interpersonal communication skill; the writer shrieved the conceptual into the following table :

<b>Classification of Interpersonal Communication Skill</b>			
<b>Communication</b>	<b>Collaboration</b>	<b>Conflict Resolution</b>	<b>Cultural Awareness</b>
Written and verbal skills, active listening	Building relationships, trust building, building reputation	Solving problems within the workplace, negotiation technique, conflict management	Understanding other cultures, tolerance

Table 1 Interpersonal Skill Conceptual Providing Service in Human Resource Management

In a perspective of human resource development, service quality is a concept that is undeniable to be put aside; compare to product quality alone. Between success and failure in both service and manufacturing firms, quality of services can be the difference. Principles like service quality, customer satisfaction and customer value have become the ideal concerns in both industrial and service organizations as service quality may convey a corporate a sustainable competitive benefit.

According to Thomas Garavan, the ultimate significance is normally considered as a customer impression alone. This is similar to a defining moment to delineate every point of interaction between customer and front-office staff. The impartial key must be continuously to come across customer expectations and to minimize occurrences when customers are disappointed. Garavan, Costine and Heraty, hereby identify three components to make up a good service for front office employee or staff, they are following: skill, knowledge and attitude. (1997 : 74)

## C. Methodology

### Research Methods

This paper used qualitative research method with comparative data analysis. The type of qualitative research tends to understand phenomena in a descriptive way in a form of languages and words, in certain context by using some systematic methods. The sensitivity of the researcher is needed to reveal social symptoms by mobilizing all the senses.

Sufiyan in Ditha mentioned whereas qualitative method is used research on some group of human being, some objects, some conditions, some thoughts or else nowadays phenomenon. The significant goal of qualitative research itself to focus on making description, systematically a depiction, factual as well accurate about some facts, natures also relations among studied phenomenon. (2016 : 71)

Along with this concept, Rakhmat simply explained whereas in qualitative study only allows researcher to describe descriptively instead of explaining any relations, examine hypothesis or making prediction.

Furthermore Rakhmat stated explicitly features characteristics of qualitative study is researcher is an observer whereas he acts as observer who observe indications and do the analysis to finally draw a conclusion.

### Research Informants

This part rejoinders about the informants of the research. Informants of this research are educational staff of faculties in UPN "veteran" Jawa Timur. These observed faculties having A credit as result to accreditation examination, these are Social and Political Sciences Faculty (FISIP), Computer Science Faculty (FIK), Agricultural Faculty (FAPERTA) along with Economical & Business Faculty (FEB). The informants have been concerned as person in charge (PIC) only for education and teaching division in each work unit. Based on the informants criteria's above obtained the following result :

No.	FACULTY	SEX	INITIAL	POSITION
1.	FEB	Female	I1	PIC for Education & Teaching Division
2.	FISIP	Male	I2	PIC for Education & Teaching Division
3.	FAPERTA	Male	I3	PIC for Education & Teaching Division

4.	FIK	Female	I4	PIC for Education & Teaching Division
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Table 2. Informants Data Data Collecting Techniques

a. **Data Collecting Technique**

Data of this qualitative research has been collected and gathered using following techniques :

**1) Interview**

Interview is accomplished in order to acknowledge the point of view, some occurrences, activates, feelings of informants. This purposed to ascertain the changes in family communication. In this research, interview process is finalized after the observational approach.

**2) Observational approach**

Observation performed by doing participant-observation to informants within context providing service to student in consort with the interpersonal relationship accomplished. The use of observational participant is to neglect the complexity of attitude toward behavior. (Paterson : 2003). In this case, researcher made series visit to informants offices and observing informant activities for 3 months.

**3) Documentation study**

Burhan Bungin reveals documentation study is some kind of method to quest related historical data. These kind of documents were needed to enhance researcher's theoretical concepts and improve analysis related to human resources studies. Documents to this research are typical preceding research's and journals (2013).

a. **Result and Discussion**

**Interpersonal Communication Skill**

Smith stated that interpersonal communication skills have been defined as ability to work well with people, and involve your acceptance of others, without prejudice. This does not always mean that one should like the person, but one is able to overcome the dislike in order to achieve the tasks (2009 : 1).

I1 of FEB said that in her work unit it is likely to an open communication. Along with the respond of a work comment; it is naturally allowed to respond, among students, peer, colleague, superiors or else senior level. This kind of interpersonal communication has been done directly, in other word, face to face. I2 of FISIP support this statement. He mentioned that in his work unit, communication has been accommodate face to face either.

On the other hand, I3 of FIK and I4 of FAPERTA mentioned that once for typical students, this interpersonal communication has been done intermediatedly. This means, device has been involved. Technology development allowed this type of interpersonal communication is being conveyed. Informants also informed that, the communication not only conducted verbally. When a situation came up, sometimes sign language and symbols are used. As explained by I4 following:"in a crowded situation, something must be decided. And it should involve certain sign to make someone or a group of students understand the answer of their question. In the mean time, doing afford to make them realize that these educational stuffs were unable to respond verbally."

Robinson once specified whether interpersonal communication competence consists of a set of skills, knowledge about communication, and self-evaluation. Competent interpersonal communication skills include self disclosure, owned feelings and thoughts, and descriptiveness and support. (2006: 1).

**As I1 stated following,**

"Aside from working loads, we usually motivate each other. What's more about working burdens and responsibility. We always are being reminder to each other, as well evaluate one another. I believe it is for our own good."

I2 and I3 support these sentences. They further explained whether among colleague, superior and juniors used to share thoughts on policy, and work together on facing different conflict. I4 added that among educational staffs also sharing opinion and ideas for better future on working policy. These occurrences, emphasize DeVito statement that in context to understand interpersonal communication means to comprehend any openness between the communicator as well.

DeVito stated that there are three principles of interpersonal communication, and they are : (1) interpersonal communication is a transactional Process, whereas between speaker changing many things such as point of view, values, belief, also message; (2) Interpersonal communication is purposeful, these are combination of five purposes and they are to learn, to relate, to influence, to play, and to help, (3) interpersonal communication is ambiguous, whereas the message of one another can have multi interpretation (2013 : 20).

In this context, informants mentioned that aside from teamwork, together in working place they share the same goals. This relationship have strategies also rules, as well norms to be considered about amongst the staffs. This emphasize that amongst the educational staff is living the stage of working relationship.

**The Power of Interpersonal Communication Skill to Enhance Service Providing.**

In the finding of their research, Sarapaivanich and Patterson mention whether there is an act of transferring a message to others and making it unstated in a eloquent method. This concept so called as communication. (2014 : 5).

Thus, in a professional services context, communication quality refers to the formal as well as informal sharing of meaningful and timely information between service provider and client in an empathetic, respectful manner. Its primary purpose is to reduce information asymmetry via educating, keeping clients informed in a language that they can understand, and in doing so sending a signal of overall.

In this context, the result of the interview and observation show that 4 faculty and 4 informants having typical interaction in providing service for student. I1 informants of FEB mention that every educational staff in division educating and teaching is responsible for spesific job description such as, student schedule for her-registration. The same explanation given by I2 informant of FISIP, along with I3 of FIK and I4 of Faperta.

According to Margareth Patrickson, the deeper communication is build, the more it links to commitment. Therefore every staff should communicate daily with their subordinates, or supervisors, or clients typically giving feedback on performance, executing performance appraisals, providing information and so forth. These actions are perceived to emerge levels of commitment (2016 : 53).

Interpersonal communication is communication that occurs between 2 people whereas the perception is also made by two parties engaged. (2013 : 71) In this explanation context of Julia Wood, I1 informs to build commitment for herself, she usually demand an affirmatin to peers and colleague as well to students what needs to be improved from the way they provide the service itself.

On the other hand, I2 used to ask the students what is to serve for more or else, if the students need more helpful acts. I3 stated it is important to notice the side of the client, in this case, the student that is being served, how the service is accomodated. I4 underlined that all responds; how the clients perceived the service, will somehow initiate more willingness to oblige in providing a better service. Thus, the way clients perceived leads to perception are able to be used as reputation framing.

## Conclusion

The conclusion of the result, the interpersonal communication skill of educational staff parted in four substances; (1) verbal, nonverbal communication and listening, (2) conflict management, and (3) teamwork skill. Second conclusion is, there are powers of interpersonal communication skill that have been enduring how the service is provided, which are (1) to make staff-self more commit to the job, (2) to construct reputation toward clients (3) to sustain working environment. Third conclusion, the skill of interpersonal communication convey the connection into another relationship's stage. There has been better service providing since educational staff maintain good interpersonal relationship with students, supervisors, superiors as well colleague and it is called workplace relationship.

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