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Analysis of the Quality of Student Administration Services

Nasaruddin Hasyim[1], Muhammad Fadli[2], Haedar Akib[3*]
[1,2,3]Universitas Negeri Makassar
Correspondence Author: haedarakib@unm.ac.id

ABSTRACT

Student administration plays an important role in the implementation of school activities to run effectively and efficiently. This study aims to determine the quality of student administration services at SMK PGRI Enrekang. This study is a qualitative descriptive study. The informants in this study were the Head of Administration, Teachers, and Students. Data collection techniques through observation, interview, and documentation methods. Data analysis techniques use data collection techniques, condensation, data presentation, and drawing conclusions. The results of the study indicate that the quality of student administration services at SMK PGRI Enrekang is in the "quality" category, which can be seen in each dimension, namely: Tangible is quite good, seen from the appearance of the administrative staff who are neat and polite according to school regulations, the administration room is equipped with facilities such as photocopiers, printers, computers, and air conditioning. However, it is still constrained by the narrow condition of the administration room. The reability dimension is reliable, seen from the accuracy of the administrative staff in providing services and the ability of employees to use assistive devices. The responsiviness dimension is responsive, seen from the speed and accuracy of the administrative staff in serving students. The Assurance dimension is good, seen from the administrative staff providing certainty of time in the service process. The Empathy dimension is good, seen from the attitude of the administrative staff who are friendly, polite, and do not discriminate against students in providing services.

Keywords: Analysis, Service Quality, Student Administration

INTRODUCTION

In today's era, education has led to the process of industrialization. The world of education is no longer considered a social institution but must be treated as a professionally managed industry. Education has a very important role for the nation and state, because education is a way to improve and develop the quality of human resources (Akib et al., 2021; Darwis et al., 2023; Suprianto et al., 2020). Every educational institution certainly experiences competition with other institutions. Therefore, educational institutions must anticipate in facing the increasingly fierce competition that occurs in the world of education. Every educational institution must have a good strategy to maintain its existence. One of the strategies is to provide quality services so that the public trusts the agency.

Educational institutions are expected to be able to meet the wants and needs of students. Therefore, when it comes to meeting the expectations and satisfaction of students, educational institutions should be able to understand the needs of students and the school community. In the world of education, administrative services are very much needed. School administration determines all school activities and has an important role in the implementation of school activities (Aldi, 2022; Arhas et al., 2024; Mustafa et al., 2022; Nimer et al., 2022). If school administration does not function as it should, administrative services will not run properly. Therefore, in order to provide good administrative services, good human resources are needed and able to provide services with good quality

The importance of administrative services in schools is to achieve the goals of the school as expected. To achieve educational goals, schools must pay attention to

management. The management in question is administrative services. Administration is an activity in the form of a process of managing the business cooperation of human groups that are members of an organization to achieve a common goal that has been predetermined (Arhas & Suprianto, 2020; Mountasser & Abdellatif, 2023; Ridei et al., 2022).

Administrative services are urgently needed. Administrative services, especially student administration, determine all school activities and have an important role in the implementation of school activities. Student administration is a student recording activity starting from the admission process until the student leaves school because it has ended/graduated (Demir et al., 2021; Forder, 2022; McClellan & Kiyama, 2023). Student administration at school includes all activities or administrative activities regarding students starting from the stage of accepting new students to the exit of the student (Akib et al., 2024).

Based on the School Administration Personnel Work Guide Directorate General of Teachers and Education Personnel, Ministry of Education and Culture, 2017. Student administration services consist of several programs including: 1) daily programs/services consist of serving teachers and the community about students, making summons letters to students' parents, etc., 2) monthly programs/services consist of recording incoming and outgoing student mutations, making student statistics, etc., 3) semesterly programs/services consist of collecting report books, collecting student data, preparing PPDB activities, and others.

Student administration is one of the factors that supports the implementation of an activity, both internal and external, so that it runs effectively and efficiently (Hapipah, 2021; Yasir, 2021). When administrative services are good, all activities carried out will run well as well. This is a positive value for the school because it receives attention from the community so that the school's existence increases and can compete with other schools.

In the management of student administration, an educator/service provider must pay attention to the quality of services provided. Must provide good quality service so that students feel satisfied. Service quality is the ability of a company to provide the best quality service compared to its competitors (Arhas et al., 2021; Chaeruddin et al., 2024; Niswaty et al., 2019; Suprianto et al., 2023). Student satisfaction can be influenced by several factors, including the learning process at school, the school life environment, communication, administrative services and school management. In student administration services, satisfaction is a benchmark in the success of a service. Good administration reflects the implementation of good education. In other words, if the administrative process is done well, then there is good performance. Student and teacher satisfaction is a comparison between the desired expectations and the results obtained for the services and learning process followed. Satisfaction of the community / customer is the fulfillment of the wishes and needs of customers (Rahman et al., 2022; Saleh et al., 2024; Widodo et al., 2023).

METHOD

In this study, the researcher uses a qualitative approach that is descriptive which tends to use more analysis. With data collection techniques, namely observation, interviews, and documentation. Qualitative is research that intends to understand the phenomenon of what the research subject experiences, for example behavior, perception, motivation, action, and others (Suprianto, 2024). In this case, the researcher uses a descriptive qualitative approach which aims to provide a more detailed picture of the quality of student administration services at SMK PGRI Enrekang.

This research draws on the opinion of Parasuraman, et al. (1988) about the indicators of the quality of administrative services, namely tangibles, reliability, responsiviness, assurance, emphaty. To find out the purpose of the research, namely the quality of student administration services at SMK PGRI Enrekang.

The research technique used in this study is Observation, which is direct observation of activities carried out by employees in providing administrative services at SMK PGRI Enrekang so that researchers then learn about behavior, and the meaning of these behaviors. Furthermore, the interview uses an open interview technique, meaning that it begins by asking questions that contain an outline that will be asked and then will be developed by the researcher. The informants in this study are the head of the sub-administration, teachers and students/students. The question and answer process was carried out by thoroughly and clearly discussing the quality of student administration services at SMK PGRI Enrekang. And the last is documentation in the form of documents, diary, photos and other supporting documents that are used to complete the data obtained from the results of interviews and observations and used as evidence for conducting research

The data analysis technique in this study uses theory of Miles, et al(2014) which consists of data collection, which is carried out by collecting data in general on the object being researched so that the researcher obtains varied data. Furthermore, condensation is the process of selection or selection, simplifying and replacing data contained in field records, transcripts, interviews, documents, and empirical data that have been obtained. Furthermore, data display, data presentations in the form of a set of information that is organized systematically and easily understood. And finally, Conclusion Drawing/Verification, drawing conclusions is the final stage in data analysis that has been compiled and compared with each other to draw conclusions as an answer to existing problems.

RESULT AND DISCUSSION

To find out an overview of the quality of student administration services at SMK PGRI Enrekang. So the researcher processes data and presents the data of the findings obtained by the researcher in the field using observation, interview, and documentation techniques. The next process is that the researcher will analyze the findings and the results of interviews with 5 informants, namely the Head of TU Sub-Division, Teachers (1 person), and Students (3 people. In this study, the researcher used five dimensions of service quality according to Parasuraman, et al. (1988)yaitu tangibles, reliability, responsiviness, assurance, emphaty. Untuk mengetahui lebih lanjut hasil yang telah diperoleh maka peneliti menjabarkan sebagai berikut:

Tangibles

Physical evidence in service quality is a form of real actualization that can be seen or used by employees in accordance with its use and utilization. For example. physical facilities, equipment, and assistive devices, buildings, employee attributes/appearances to distribute services, and the comfort of the place.

The appearance of administrative staff must be neat in accordance with the provisions that have been set by the school, the facilities provided in the administrative room are quite complete such as waiting chairs, prints, photocopiers, computers, and air conditioning. Meanwhile, the condition of the administration room is not comfortable because it is narrow and the number of employees in the administration room is only 2 people.

The administrative staff have a neat appearance and use uniforms in accordance with the provisions of the school, the administrative room is equipped with quite complete facilities and infrastructure such as air conditioning, photocopiers, prints, computers, and are provided with waiting seats. Meanwhile, the condition of the administrative room is not comfortable because it is narrow.

The appearance of the administrative staff is neat and uses uniforms in accordance with the provisions of the school. The facilities and infrastructure provided such as waiting

chairs, computers, air conditioning, print, photocopiers so that they really help the administrative service process. However, the narrow administrative space and close proximity to the principal's room and the cooperative make students less comfortable when receiving services.

The appearance of the administrative staff is neat in accordance with the provisions of the school. The equipment and tools provided in the administration room are quite complete such as computers, prints, and photocopiers, and air conditioning is also provided so that the administration room is not sultry. The condition of the administrative space is not comfortable because it is narrow

The administrative staff has a neat appearance in accordance with the provisions of the school. The administration room is equipped with facilities such as air conditioning, photocopiers, computers, and prints, but the waiting seats provided are not enough so students sometimes wait outside the room.

From the results of the interview, it can be understood that the quality of student administration services at SMK PGRI Enrekang is seen from physical evidence (*tangibles)* is quite good. This can be seen from the appearance of the administrative staff who are neat and polite according to the provisions of the school, the administrative room is equipped with facilities such as photocopiers, prints, computers, and air conditioners, but the condition of the administrative room is not comfortable and the waiting seats provided are less because of the narrow room.

Based on observations made at SMK PGRI Enrekang. The researcher observed that the quality of student administration services seen from physical evidence (*tangibles)* was quite good, judging from the appearance of employees who were neat and polite, the facilities and infrastructure in the administration room were quite complete such as photocopiers, prints, computers, and air conditioners. It's just that the waiting seats provided are not enough so sometimes students who come to the administration room have to wait outside because of the narrow room conditions. This was also felt by the researcher himself when he came to the administration room did not get a seat because there were several students who were taking care of scholarships, then there were several alumni who were also taking care of diplomas, so that the researcher and several other students waited outside the room.

In the process of providing services, everyone wants services with physical evidence shown by the service provider, so that the services provided provide satisfaction. The form of physical evidence service is not only in the form of facilities and infrastructure, but also includes the state of the surrounding environment and the appearance of employees in providing services (Arhas et al., 2022; Juharni et al., 2023; Niswaty et al., 2020).

In this study, the main focus on the tangibles dimension includes the appearance of administrative staff in providing services, facilities and tools used and the comfort of the place. Based on the results of data analysis, it can be seen that the quality of student administration services at SMK PGRI Enrekang is quite good in terms of physical evidence. This is seen from the appearance of the administrative staff who are neat and polite in accordance with the provisions of the school, the administrative room is equipped with facilities and auxiliary tools such as photocopiers, printers, computers, air conditioners, and waiting chairs are provided. However, for the comfort of the service place, it is still not comfortable because it is constrained by the condition of the narrow administrative room, so sometimes students who come to the administrative room wait outside the room because the waiting seats provided are few.

Reliability

In the implementation of administrative services, reliable personnel are needed, meaning that in providing services, each employee is expected to have the ability in knowledge, expertise, independence, mastery and high work professionalism, so that the

work activities carried out produce a satisfactory form of service, without any complaints and excessive impressions of the services received.

The ability and skills of administrative staff in using assistive devices are good, such as being able to apply computers, photocopiers, and printing well. When students need services, employees are careful in providing services such as giving good explanations to students regarding the type of services they need and first checking the files received before following up. Administrative staff are skilled in using tools because they are experienced and also almost every day employees use tools in the administrative room, so they are skilled.

The administrative staff has been careful in providing services. For example, when students take care of the student ambassador activity file, the administrative staff checks the file carefully before following up and the administrative staff is skilled in using computers, photocopiers, and prints.

Administrative staff are careful in providing services. When students need services, the administrative staff checks the completeness of the file carefully, not immediately accepted and the administrative staff is skilled in using tools because they are experienced

The quality of student administration services at SMK PGRI Enrekang in terms of reliability is good. It is evidenced by the ability of administrative staff in using the tools in the administrative room such as being skilled/able to apply computers, photocopiers, and prints as well as the meticulousness of employees in providing services as evidenced by the files needed by students are carefully checked before being followed up.

Based on the observations made. The researcher observed that administrative employees were reliable in providing services. This is proven when students take care of the certificate of active attendance at school, the administrative staff immediately responds well and checks the completeness of the file first and the administrative staff is able to apply computers and photocopiers well so that students do not wait long.

Reliability to measure a company's ability to provide the right and reliable service (Jamaluddin et al., 2022; Nasrullah et al., 2020; Niswaty et al., 2022). In the implementation of administrative services, reliable personnel are needed, meaning that in providing services, each employee is expected to have the ability and expertise so that they can provide services accurately and satisfactorily. Reliability can be seen from the meticulousness of employees in serving and the ability of employees to use tools in the service process.

Responsiviness

Every employee in providing a form of service, prioritizes aspects of service that greatly affect the behavior of the people served, so that responsiveness is needed from employees to serve students and teachers in accordance with the known form of service Responsiveness includes the following things, namely being agile in serving, quickly responding and handling customers and if there are complaints, administrative employees will handle it as soon as possible.

Administrative staff respond well and quickly to the needs of students or teachers, but when there is a more *urgent need* , it will take precedence. For example, when students come to the administrative room to take care of scholarships, the administrative staff serves students immediately, but at the same time the teacher needs stamps and photocopies, so the employees prioritize the need for stamps and photocopies, because it is urgent. Meanwhile, the obstacle in the administration room is the lack of staff, so sometimes students or teachers who come have to wait for a while.

The service provided by the administrative staff is good and fast. When students and teachers go to the administration room, they are immediately served immediately and politely according to their needs. But when the administrative staff is serving some needs of students/teachers, they have to wait. Administrative staff have provided services quickly, the needs of students are immediately served. However, if the administrative staff serves

some needs from students and teachers, then students have to wait. For example, when administrative staff serve students in the management of scholarships and diplomas, students must be patient and wait because administrative staff are lacking.

The response given by the administrative staff has been good because it provides fast and good service. For example, when students take care of scholarships, as soon as students come to the administration room, the staff immediately asks for the completeness of the files and after the complete files are immediately served quickly.

The quality of student administration services at SMK PGRI Enrekang has been responsive in providing services, this is seen from the administrative staff who provide services quickly and respond to the needs of teachers and students who need immediate assistance.

Based on the results of observations made by researchers at SMK PGRI Enrekang, the researcher observed that administrative staff have shown their responsiveness in carrying out services. This is proven when the researcher comes to the administrative room with a research letter is immediately responded to well by the research employee and the researcher observes when the student takes care of the scholarship, the employee responds quickly, asks for the completeness of the file and after the required files are complete, the administrative staff immediately serves immediately and quickly, as well as when the alumni take care of the diploma, it is responded well by the administrative staff.

According to Tjiptono(2012), responsiveness is about the willingness and ability of service providers to assist customers and respond to their requests promptly". Responsiveness to respond to service users is one of the factors for the success of the service, because by providing fast service will give a good impression to students or teachers who need help.

Based on the results of data analysis, the researcher concluded that the quality of student administration services at SMK PGRI Enrekang from the dimension of responsiveness was good. This can be seen from the administrative staff who are responsive in responding to student complaints that need help, administrative employees provide services quickly to the needs of students. For example, when students take care of scholarships and have completed the files, they are immediately served, as well as when there are alumni who come to take care of the diploma, they are responded to well, the employee asks for the completeness of the file, after the required files are complete, they are immediately served.

Assurance

Every form of service requires certainty of the services provided. The form of certainty of a service is very determined by the guarantee from the employee who provides the service, so that the party receiving the service feels satisfied and confident that all forms of service affairs carried out will be completed and completed in accordance with the speed, accuracy, convenience, smoothness and quality of the service provided.

The time frame for completing the service depends on the type of service that the student needs, for example, the completion of the scholarship management service is completed in a day. But the diploma replacement service is quite a long process. The services provided by the administrative staff are on time as promised. However, if the administrative staff serves some of the needs of students and teachers, then students and teachers wait for a while. Meanwhile, if the type of service that the student needs takes a long time, the administrative staff informs the time period for the completion of the service.

The completion of services provided by administrative staff depends on the type of service that students need. For example, when students take care of the proposal for funds for the porseni competition prize, the administrative staff informs that the proposal is taken after ashar and after ashar is checked the proposal is completed and can be taken.

The service provided by the administrative staff is exactly as promised. For example, when students take care of proposals for funds for porseni activities. The administrative staff informed that the completion of the fund proposal was completed in two days because it required approval from the principal and the principal was outside the area.

The quality of student administration services at SMK PGRI Enrekang has provided a time guarantee to students or teachers who need help. It is proven by administrative employees providing guarantees according to the type of services needed by students and teachers. When the type of service needed by students can be completed immediately, it is immediately served, but when the type of service needed takes a long time, the employee also informs about the time of completion of the service.

Based on the results of observations made by researchers at SMK PGRI Enrekang, researchers observed that administrative employees provide a guarantee of time in service. This is proven when alumni take care of their diplomas and have completed their files, the administrative staff immediately provides services quickly so that they do not wait long. However, for some alumni who have not completed the file, the employee directs to complete the file and inform that later after the file is complete, the diploma will be completed.

To foster the trust and confidence of students/teachers, every form of service requires certainty of the services provided. The guarantee of the services provided by employees is largely determined by *the performance* or performance of employees. Every form of service requires certainty of the services provided. The form of certainty of a service is highly determined by the guarantee of the employee who provides the service, so that the party receiving the service feels satisfied and confident that all forms of service affairs carried out will be completed and completed in accordance with the speed, accuracy, convenience, smoothness and quality of the service provided.

Based on the results of data analysis, the researcher concluded that the quality of student administration services at SMK PGRI Enrekang is seen from the guarantee that it is good. This can be seen when administrative employees provide services, then administrative employees provide certainty of time, certainty of service time depends on the type of service needed by students. When the type of service takes a long time, the administrative staff informs about the time to complete the service, for example, when students take care of the proposal for funds for porseni activities, the administrative staff informs that the proposal will be completed in 2 days because the file requires the approval of the principal, while the principal is in an activity outside the city. But when the services needed by students or teachers can be completed quickly, they are immediately served, for example, students who take care of scholarships are immediately served immediately.

Emphaty

Every activity or service activity requires an understanding and understanding between the service provider and the service recipient. Services will run smoothly and with quality when each party interested in the service has a sense of empathy in completing or taking care of something. Empathy in a service is the presence of attention, seriousness, sympathy, friendliness and non-discrimination.

Administrative staff must show a friendly, polite, good communication attitude and give full attention to students/teachers who need help. So when students need help, administrative staff ask about the needs of students with a friendly attitude, use good and easy-to-understand language, and are not discriminatory/do not discriminate between students and teachers who need help.

The attitude shown by the administrative staff is good, friendly, and communicates well so that they are able to understand the needs of students and teachers and pay attention to students and teachers who need help. When students come to TU, the employees are

friendly, cheap, smiling, so they are also naturally happy, then the employees do not discriminate.

So far, when students go to the administration room, the administrative staff has never discriminated and the attitude of the employees in providing friendly service so that students who come do not hesitate because they are well served and friendly.

Students never feel that administrative staff discriminate in providing services, so administrative staff provide services according to the needs and types of services of each student and show a friendly attitude and give full attention to students who need help.

From the results of the interview above, the researcher concluded that the quality of student administration services at SMK PGRI Enrekang from the perspective of empathy is good. This is seen from the attention and friendly attitude shown by administrative employees in providing services to students or teachers who need help and do not discriminate between the students served.

Based on observations made by the researcher at SMK PGRI Enrekang, the researcher observed that the attitude shown by employees was good. This was felt directly by the researcher when bringing the research letter to the administrative room, the attitude shown by the administrative staff was good, asking the researcher's needs politely and directly directing the researcher to the principal's office to bring the research letter and the researcher observed when students took care of the scholarship, the administrative staff served kindly, provided information related to the files that must be completed in the disbursement of the scholarship in polite language, and does not discriminate between students who come to take care of scholarships.

Dimensions that must be considered in providing services include the courtesy of officers, especially in providing services. Service will be quality when every party interested in the service has a sense of empathy and politeness in managing and solving problems/needs. Thus, the service provider is expected to give sincere attention, serve with a friendly and polite attitude, and do not discriminate when providing services.

Based on the results of data analysis, the researcher concluded that the quality of student administration services at SMK PGRI Enrekang was seen from empathy was good. This is proven when students who need help, administrative employees serve in a friendly manner, provide information politely, and do not discriminate between students or teachers who come to take care of or need help. The same thing was felt directly by researchers who were satisfied with the friendly attitude and manners of administrative employees to researchers when conducting research.

CONCLUSION

Based on the results of research and discussion that has been carried out by researchers at SMK PGRI Enrekang regarding the analysis of the quality of student administration services in the "Quality" category, this can be seen from each dimension, namely: Tangible (physical evidence) is quite good, judging from the appearance of the administrative staff is neat and polite according to the provisions of the school and the administrative room is equipped with facilities such as photocopiers, print, computer, and air conditioning. However, it is still constrained by the condition of the narrow administrative room. The Reability dimension is reliable, which can be seen from the meticulousness of administrative staff in providing services and the ability to use existing tools. The Responsiviness dimension is responsive, which can be seen from the speed and accuracy of the administrative staff in serving. The Assurance dimension is good, as can be seen from the administrative staff providing certainty in the service process. The Emphaty dimension is good, which can be seen from the attitude of the administrative staff who are friendly, polite, and do not discriminate between students and teachers in providing services.

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