



ANALYSIS OF EXCELLENT ACADEMIC SERVICE IN INCREASING STUDENT SATISFACTION AT SMK KARYA GUNA 1 BEKASI

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Abstracts

This research was motivated by the low performance of academic services in an educational institution. The research uses qualitative with a phenomenological approach. The data sources are principals, teachers. Staff and learners. Research shows that the Academic Administration Service of SMK Karya Guna 1 Bekasi Teachers of SMK Karya Guna 1 Bekasi have the competence to create a pleasant learning atmosphere so that the material taught can be understood by students well. All satisfaction with students has been achieved, by providing quality services characterized by the comfort of students in receiving academic services provided by SMK Karya Guna 1 Bekasi and school fees that are implemented into values (benefits) that are in accordance with student expectations. The strategy to improve the quality of academic services at SMK Karya Guna 1 Bekasi by increasing the satisfaction of students in the quality of service is evidenced by the adjustments in the field including the suitability of the curriculum between expectations and reality, the suitability of learning infrastructure between expectations and reality, the suitability of learning implementation between expectations and reality, the suitability of academic assistance between expectations and reality.

Keyword:

Analysis, Academic Services, Learners

Introduction

Educational institutions as an institution that is always needed by the community at all times, but not all educational institutions are in demand by the community, there are some educational institutions that are increasingly declining both the number of customers (students) and their quality, even until finally they have to close. But on the contrary, not a few new educational institutions have emerged, developing even more years advanced both in terms of quality and quantity (Nurdin, Muhammad, 2021).

The advancement of science and technology in the world of education no longer only pays attention to educational inputs, processes and outputs. Education today is open, that is, education is not only influenced by internal factors but also external factors. One of them is

the management of education in times of rapid change is industry-based education (Machali, Priest, 2014). The management of this model presupposes the efforts of the management of educational institutions to improve the quality of education based on company management. Philosophically, this concept emphasizes continuous improvement to achieve customer needs and satisfaction. The strategy developed in the use of integrated quality management in the world of education is that educational institutions position themselves as service industry institutions whose main target is customer satisfaction (Ishmael, Feiby, 2018).

An educational institution is said to be of quality if it is able to provide satisfaction to customers. The meaning of customer satisfaction is the fulfillment of something that consumers are looking for or needed to meet their needs, such as a good or service. Having the best, quality products or services is the target of customers. The better the quality of this product or service will play an important role in attracting consumers, and has a great opportunity for high customer trust in the company (loyalty). Therefore, customer satisfaction is the most important part. Customer satisfaction until now has become an integral part of the vision, mission, goals, *positioning statement*, and various other things in a company.

Especially in the era of competitive strategies that occur, it also cannot be separated from three central topics, namely services or services (*service*), quality (*Quality*) and satisfaction (*Satisfaction*) (Tjahyadi, Rully Arlan, 2006). Customers in educational institutions are learners. An educational institution of all levels really needs students. Students are members of society who try to develop themselves by learning both on formal and non-formal education paths. Then learner satisfaction is the main focus. To satisfy students, one of the things needed is service.

The service process in education is actually the government has implemented standards that must be met by every school both in the district / city area in the provision of education. This is stated in PP RI No. 19 of 2005 concerning National Education Standards. So there should be no reason for schools not to provide good services for every learner. In addition, increasing the competence of educators and education staff will also improve the quality of services provided. The relationship in the service of students, it is connected with teaching staff. Professional educators who have good competence, he will know how to fulfill the same rights in students. These are various ways that can be done by schools so that students feel comfortable in school as well as to increase awareness in education.

The aspect or factor that should get the main attention at SMK Karya Guna 1 Bekasi is about educational facilities. Educational facilities generally include all facilities that are directly used and support the educational process, such as: Buildings, rooms/learnor classes, tools or media education, tables, chairs, and so on. Meanwhile, what is meant by facilities / infrastructure is that indirectly supports the course of the educational process, such as: yards, gardens or school gardens, or roads leading to school. In general, facilities and infrastructure are tools to support the success of an effort process carried out in public services, because if these two things are not available, all activities carried out will not be able to achieve the expected results according to plan.

Schools as leaders play a role in providing guidance not only to the duties of teachers in carrying out their duties but also competency development to school administration personnel (education staff) in carrying out their duties. Leadership is a form of domination based on personal ability, which is able to encourage or invite others to do something based on acceptance by the group, and has special skills that are appropriate for special situations. Leadership is the activity of influencing people to achieve group goals. In an effort to achieve these goals, a leader needs to supervise to maintain whether the steps taken are in accordance with the regulations that have been set. Supervision is an effort to achieve the desired results by utilizing human natural talents or abilities and facilitating resources, which emphasizes giving challenges and maximum attention to human natural talents or abilities.

Leaders have influence and provide coaching to school administration personnel. From these data, the problem faced in this study can be drawn, namely how the role of the principal in fostering the social ability of excellent service of school administration personnel. Based on the context of the research above, the researcher is interested in taking the research title: "Analysis of Excellent Academic Service in Increasing Student Satisfaction at SMK Karya Guna 1 Bekasi".

Methods

This research uses qualitative methods. Qualitative research is an umbrella concept that includes several research formats that will help understand and explain the meaning of social phenomena from existing natural settings. As for the *phenomenological* approach. Research that uses a phenomenological approach seeks to understand the meaning of events as well as interactions in people in certain situations. The data sources in the study were sourced from interviews with principals, teachers, staff and students.

Results of Research and Discussion

Several academic services at SMK Karya Guna 1 Bekasi can increase student satisfaction.

1) Quality of teaching (academic and pedagogical);

Student satisfaction with the service of the learning process at school is indicated when the expectations of students can be met, students of course expect that when using school services, they will have an increase in abilities both in terms of knowledge, attitudes, and skills provided by the school.

In the case, teachers of SMK Karya Guna 1 Bekasi Increasing the ability of students, it is certainly obtained when students use services in the learning process, many must be considered by the school in providing learning process services, such as the reliability of educators in providing material, the learning methods used, the results of student learning evaluation, and other activities related to the learning process. This is not as easy as imagined, there are many inhibiting factors in achieving the goal of student satisfaction. However, if the school focuses on student satisfaction seriously, it is not impossible that student satisfaction can be achieved.

2) Quality supervision and feedback from academic staff;

Strengthening Technician Competence, for Administration Staff, Librarians, Laboratory Assistants and Technicians

(1) Administration Personnel

The existence of school administration personnel at the primary and secondary education levels or commonly called school administration personnel in the learning process is very necessary. As a component in the learning process, the duties and functions of school administration personnel at the primary and secondary education levels cannot be carried out by educators. This is because: the work is administrative in nature subject to special rules, is a service job for the smooth learning process, requires more special skills, few require certain skills, requires competencies that are different from the competencies required for educators, sometimes not directly related to students except for the position of instructor, and so on.

(2) Librarians

The General Compatibility School is a general basic competency that must be possessed by librarians, needed to perform library tasks, which include (1) Operating a basic level computer, (2) Preparing a Library Work Plan (RKP), (3) Making a Library Work Report (LKP). Core competencies are the basic competencies of expertise that must be possessed by every librarian in carrying out the duties in the library. Core competencies

include competency units needed to carry out core tasks and must be mastered by librarians, namely (1) Selecting library materials, (2) Procuring library materials, (3) Conducting Descriptive Cataloguing, (4) Cataloguing subjects, (5) Maintaining library collections, (6) Performing Circulation services, (7) Performing reference services, (8) Conducting Simple Information Searches, (9) Promoting Libraries, (10) Conducting information literacy activities, (11) Utilizing the internet network of library services. Next is special competencies, namely advanced competencies that are specific, which include (1) Conducting library studies, (2) Making scientific papers, (3) Making literature skunder, (4) Preserving library collections, (5) Searching for complex information, (6) Designing library layouts and furniture.

(3) Technicians

Laboratory School is an Education Staff who work in laboratories and assist the teaching and learning process of vocational and academic students. The existence of a laboratory in a laboratory is very important in determining the academic success of students. This laboratory consists of several types, namely: (1) Education and teaching laboratory; (2) Research *laboratory*; (3) Basic science laboratory; (4) Test laboratory; (5) Calibration *laboratory*; (6) Simulation *laboratory*; (7) Workshop; (8) Drawing studio (CAD; CAM; Audio visual and Photography); (9) Green house; and (10) Field *laboratory* or *out-door laboratory*. Although the name of each laboratory above is different, in essence all laboratory activities have the same purpose, namely to support the teaching and learning process, as well as research and community service. A laboratory consists of facilities and infrastructure to support activities, namely in the form of laboratory equipment and human resources; In line with this, laboratories need to be regulated in accordance with the applicable provisions in each university. Given the availability of equipment and workload that must be carried out by laboratories, a management management system (including operation and maintenance) of laboratory equipment and all laboratory activities is needed. Technicians (for laboratory workshops and work related to the field of machinery, electricity, etc.); and analysis (to analyze against a required experimental data).

Based on the observation that the academic services of SMK Karya Guna 1 Bekasi are divided into 3 basically:

Intracurricular Services

In essence, the concept of customer satisfaction is still abstract, but to be able to know the level of customer satisfaction better, it is also necessary to understand the causes and effects behind customer satisfaction / students. Student satisfaction indicators used in research on school services, refer to factors that affect the quality of service services. There are five factors that determine the quality of service services, including:

- a. Reliability, related to the ability of teachers to provide quality teaching and learning services as promised, consistent, and schools develop curricula that are in accordance with the needs and expectations of students.
- b. Catchment, is the willingness of school personnel to listen and overcome student complaints related to school problems involving teaching and learning problems or personal problems.
- c. Certainty, the understanding is a definite state. Students choose school as a place to learn and develop their potential based on information, both from school and others, and also based on their perception of the school.
- d. Empathy, in the understanding of psychology is a mental state that makes a person feel himself in the state of other people's feelings. One example is that school personnel (teachers, principals, and administrative staff) can understand students by sensing students' feelings and paying attention to their interests.

- e. Intangible, service cannot be seen, touched, and smelled, so the tangible aspect or in other words having a physical form is very important in measuring service, because students will use their sense of sight to assess the quality of a school service. Which includes: buildings, environmental hygiene, parks, laboratories, fields and other physical facilities

Service quality is one of the factors that can affect student satisfaction. Based on the observation that intracurricular services at SMK Karya Guna 1 Bekasi are the same as in other formal educational institutions, intracurricular services are carried out when in the classroom, starting from 7:00 WIB to 14:20 WIB for Monday to Wednesday, and for Thursday to Friday starting from 7:00 WIB to 15:00 with the duration of each class hour is 45 minutes. After the first class bell, new teachers walk to their respective classes, sometimes there are also teachers who do not rush directly to the classroom because they have to complete other tasks. When conditions are in the classroom, even though class pickets have been carried out by students, students are instructed to clean their classrooms again to feel comfortable, and the benches and tables, be it the teacher's desk or the student's desk, are tidied up.

The classroom situation is comfortable and effective enough to start learning, so students are welcome to sit on their respective benches. Student attendance is absent every day by the teacher, each teacher will record student attendance in class attendance and personal absence, and record what activities and materials are delivered at the meeting in the class agenda book and personal agenda book. The beginning of learning service activities refers to previous learning activities, if at the previous meeting the teacher gave assignments to students, usually the assignments are collected at the beginning of learning to be corrected together so that students understand the material presented earlier. If not given an assignment at the previous meeting, then the teacher performs apperception to draw students' focus on the material to be delivered.

Core learning activities are usually carried out only by providing material with the lecture method, this method is considered the most effective, because looking at the background of students in previous schools and the psychological side of students who tend to be less enthusiastic in following the learning process, so the learning process tends to be passive and one-way.

In certain subjects, students are required to memorize some vocabulary, such as foreign language subjects. But not a few teachers also apply active learning in class, conduct learning games to attract students' interest in learning then provide rewards and punishments, thereby increasing student enthusiasm for learning. This is influenced by what material will be delivered. The learning media used by teachers is quite diverse, the use of LCD, and making power points has been done by many teachers and indeed has been facilitated by schools, practices in certain subjects are often given in the classroom, outside the classroom and in the laboratory room, some teachers facilitate more students, for example with the use of speakers for lessons that require audio and audio visual. The use of teacher language when teaching is considered good, the teacher exemplifies how to speak well and correctly.

Student complaints during the learning process become the next teacher's consideration in delivering material. Students are also often welcome to express their opinions and ask if there is indeed material that is poorly understood. At the end of the learning activity, the teacher provides related questions, concludes, and assigns assignments in accordance with the material that has been delivered. And the last service in intracurricular services is evaluation, evaluation more often uses tests that are held after each chapter or called daily tests, then there are midterm tests, and finally end-of-semester tests. However, there are also teachers who provide assessments on the affective and psychomotor sides of students in personal agenda books. Remedial activities have a schedule that is carried out at the end of the semester after UAS to shorten the time.

As an instrument for measuring student satisfaction achievement developed by SMK Karya Guna 1 Bekasi, they are:

a. Learning Services by Teachers

1) Pedagogic competence

- a) Willingness of academic guidance for students who experience learning barriers
- b) Utilization of technology-based learning resources and materials
- c) Fun learning strategies and generate motivation to learn
- d) Suitability of learning presentation methods in the classroom, laboratory, studio, workshop and field
- e) Suitability of learning evaluation
- f) Willingness for remedial and follow-up learning

2) Professional Competence

- a) Present technological methodology or technical work in detail
- b) Presenting the structure of the material/competence systematically
- c) Provide examples through demonstration of technical skills
- d) Provide examples of diagnosis and use of tools

b. Services by Administrative Staff, Laboratory Assistants and School Technicians

- 1) Waiting room availability for dealing students
- 2) Availability of adequate service counters
- 3) Admission to students from administrative personnel
- 4) Ease of providing information
- 5) Ease of providing technical services
- 6) Responding to student complaints in services provided
- 7) Punctuality in providing services
- 8) Administrative officer's attention to students while serving
- 9) Polite and friendly in providing services
- 10) No discrimination in providing services

Co-curricular Services

Co-curricular services at SMK Karya Guna 1 Bekasi consist of assignments, BK, libraries and state defense coaching. which is fostered by 3 BK teachers, 1 teacher as a librarian and on assignments dependent on their respective subject teachers. For the assignment, no observations were made due to limitations and many obstacles faced by the author, such as the number of students, cost constraints, and time constraints.

BK activities are guided by 3 BK teachers with appropriate backgrounds. Services are carried out only when students have problems, the consultation services provided by BK teachers are very flexible, not limited to time and place. The consultation time provided by BK teachers can be at any time as long as it is within a reasonable time, and the place of consultation is not limited, consultation services can go directly to BK teachers in the BK room or in the teacher's room. Consultation services can also be done through the media, (cellphone, internet, etc.).

Problem prevention activities provided by schools are usually held in collaboration with the police and BNN. This is done so that there is a deterrent effect as well as a great reprimand for students who violate school rules, for example students caught carrying drugs, sharp weapons, or students involved in tauran. The library is a means of supporting student learning activities, the library should be used as well as possible, but the library at SMK Karya Guna 1 Bekasi is not optimally utilized, the cause is the lack of interest in reading and interest in visiting students so that the library management teacher feels no need to open the library every time, the library collection at SMK Karya Guna 1 Bekasi is quite complete and can support the learning process. The national defense program does not have any activities, there are no coaching teachers, there are no clear tasks, the benefits to the goals to be achieved through this activity do not exist.

Extracurricular Services

Extracurriculars organized by SMK Karya Guna 1 Bekasi are futsal, basketball, pencak silat, nature lovers, voley ball, rohis, and hadrah, scouts, and paskibra. Extracurricular service activities provided by the school are considered good for improving students' abilities, it is proven that many achievements have been achieved from various activities.

The achievements achieved, of course, there is the intervention of reliable coaches, although sometimes the coaches brought in are only alumni, this does not diminish the achievements achieved, the coaches brought in provide physical training, games and theories so that the extracurriculars carried out are more useful. Outside of practice hours, students consider coaches not only considered as coaches but also often used as friends to share in solving personal problems. In addition, facilities and infrastructure are considered to support extracurriculars, the school makes student complaints a consideration in policy making, and the school greatly facilitates its students who will carry out extracurricular activities.

To improve the quality of service, of course, must be able to pay attention to various forms of services provided, so that those served feel important; able to provide seriousness over the work activities of the services provided, so that those served have the impression that the service provider is responding to the desired service; able to show sympathy for the services provided, so that those served feel they have authority over the services performed; able to show a deep understanding of the various things expressed, so that those served become relieved in the face of the perceived form of service; and able to show their involvement in providing services for various things done, so that those served are helped to face various forms of service difficulties.

In this case, there are two factors that affect the quality of service for students, including the first is the limited supporting facilities contained in academic offices that are still inadequate such as computers. Second, internet access is still slow, so the data needed is sometimes slow to complete. 3) Discipline of employee time in performing services. These factors certainly have an impact on the smooth process of academic administrative services provided at SMK Karya Guna 1 Bekasi.

The supporters of Academic Excellent Service can be shown by the following indicators of employee behavior:

- a. Friendly service Friendly service is one of the first keys in serving every customer who comes. This friendly service is shown in the behavior of smiling employees. In terms of education, these indicators will appear in the treatment of teachers and employees at the beginning of the registration of new students. In addition to being cheap, a smile is also shown by providing convenience and assistance in the initial selection process.
- b. Be polite and respectful Every student who uses institutions or institutions in fulfilling their requirements must be welcomed with polite and respectful words. So it is not justified to use words that are arrogant and disrespectful to the students who will use these services. In the implementation of learning, it is not appropriate for a teacher to say something impolite to his students. A teacher who is a doer in providing service to his students should teach or teach students lovingly so that students feel comfortable and easy in obtaining the knowledge they want.
- c. Appear confident Excellent service has the characteristic of appearing full of confidence or confidence and not inferior. Excellent service tries its best to foster the confidence of students that this institution will provide solutions to the problems faced. This confidence of students will be formed when employees serve keyaninan in serving so that students become calm. In the learning process, a teacher should learn material professionally. Professional in the field of methodology and mastery of the material.
- d. Give a cheerful impression Excellent service will give a cheerful or happy impression to every student he faces. This cheerful impression will make students not bored when facing difficulties in their instasinya to ask for help in solving the problems they face. In education, the cheerful impression of each teacher and his employees will be a sense of pleasure and will be very deep

in the learning process e. Neat appearance The service giver should be convincing and presentable. A neat appearance will have an influence on the quality of the service itself. A neat appearance will also give a professional impression on every action taken in the institution or institution concerned. In education, a teacher and employee must give a neat appearance in every activity in their institution. This neat impression will bring the institution to become professional in its learning process. f. Sociable Excellent service has the characteristic of being sociable. Senag gets along is happy with students who come or students who already exist. Happy in the sense of serving the needs of learners. In the context of education, they like to get along, which is happy in learning material to students and also happy in solving problems faced by students and the learning process. g. Easy to forgive Excellent service has the characteristic of easy forgiveness. In excellent service, students sometimes make mistakes that harm the agency. Anger at that time is actually right in place, but excellent service will always forgive every mistake students make unintentionally.

This treatment will cause or give a friendly impression in serving students. In the context of education, students are also bound to make mistakes. Student mistakes in terms of excellent service will give forgiveness to students who make these mistakes. Student error can be ascertained that there is a cause that causes it. Therefore, excellent service will provide solutions to the mistakes he has made.

The goal is to realize the achievement of student satisfaction, give responsibility to everyone and make continuous service improvements: 1) Focus on Students The top priority is to identify the wants, needs and expectations of students. Furthermore, a system is designed that can provide certain services or services that meet the wishes of students. Students will be satisfied when they get services in accordance with the wants, needs and expectations of students. 2) Comprehensive Employee Engagement All parties related to service improvement efforts must be fully involved. Therefore, leaders must be able to provide opportunities for quality improvement to all employees. In addition, leadership must also provide opportunities to participate in all employees in the organization, and empower employees or employees in designing and improving goods, services, systems and organizations. 3) Measurement System The components in a measurement system consist of the following: a. Develop process and product standards b. Identify discrepancies and measure their conformity to the wishes of learners c. Corrects deviations and improves performance. 4) Sustainability Improvement. a. Viewing all work as a process b. Anticipate changes in the wants, needs and expectations of learners. c. Reduce the cycle time of the production and distribution process. d. Be happy to receive feedback from students that service objectives are central to the organization.

Implementation of Academic Service Guidelines The vision, mission and motto are the goals of an organization as well as educational organizations such as SMK Karya Guna 1 Bekasi. The goals and objectives of the school can be seen from the vision, mission and motto it makes. The content contained in the school's mission states that excellent service is service that matches or exceeds eight national education standards, namely content standards, process standards, graduate competency standards, educator and education staff standards, infrastructure standards, management standards, financing standards, and assessment standards. The school uses 8 educational standards and includes them in the school's mission. Thus, it can be seen that SMK Karya Guna 1 Bekasi makes excellent service as a school goal and guideline.

School as a quality assurance management system. The systems, mechanisms, and procedures at SMK Karya Guna 1 Bekasi are mutually sustainable. The service mechanism is in accordance with the system built by the school, namely to provide maximum service to customers. The existing mechanisms are in accordance with the existing system in the school, the means of supporting the work mechanism in the organization are systems, procedures and methods that function as procedures or work procedures so that the implementation of work can run smoothly and succeed well.

Student satisfaction is a continuation of the level of student satisfaction. This happens because if students are satisfied with the services provided by the school and have an impact on increasing the achievement of their sons and daughters, then students will also feel satisfied. The feeling of satisfaction of students also has a positive impact, namely the willingness to establish cooperation and loyalty to the school that can provide benefits to both. The results of data processing on student satisfaction show that they are quite satisfied with the quality of service at SMK Karya Guna 1 Bekasi. The form of student satisfaction with the services provided by the school states that customer satisfaction can benefit: (1) The relationship between the school and customers becomes harmonious, (2) Provides a good basis for repurchase (reusing the service), (3) Forms a word-of-mouth recommendation that benefits the company, (4) Can create customer loyalty, and (5) The school's reputation becomes good in the eyes of customers.

Based on an interview with one of the students, Andita Mutiyara said that several indicators that contribute to the optimal quality of services provided by SMK Karya Guna 1 Bekasi include: (1) The availability of infrastructure that can meet the needs of students related to the teaching and learning process in schools, (2) The willingness of school employees (teachers, principals, and administrative employees) to serve students by wholeheartedly, (3) There is support from parents of students to the school.

This was supported by the theory of student satisfaction by Wiers-Jenssen, Stensaker and Groggaard as a student assessment of service (Michael Gronroos, 2006). Indicators that need to be maintained because they have given satisfaction to students are as follows:

1) Administrative services carried out by employees

Quality is conformity with the terms or standards set to provide satisfaction. Quality is basically related to the best service, which is an attitude or way of employees in serving customers or the community satisfactorily. There are several elements that something is said to be quality, namely: a. Quality includes efforts to meet or exceed customer expectations. b. Quality, including products, services, people, processes, and the environment. c. Quality is an ever-changing condition (what is considered quality today may be considered underqualified at other times).

The level of satisfaction of satisfied students can be seen in the customer satisfaction index as well as used as an indicator of student satisfaction. In general, all indicators of student satisfaction based on respondents' responses are considered good. However, there is still something that needs to be improved. namely: 1) Suitability of expectations is an expectation of students for services obtained from schools, in this case administrative personnel are still lacking in understanding the wishes / complaints of students, and lacking in providing information quickly and precisely to students. 2) Interest in visiting again is the willingness of students to visit again or re-service because of the satisfaction received in accordance with what students want, in this case administrative personnel are lacking in providing fast service responses both via offline and online. 3) Willingness to recommend is advice that is advocating, justifying or strengthening about a product / service for others because it deserves to be given, in this case administrative personnel can meet the expectations of students so that students are enthusiastic in recommending to others related to the services provided such as providing services politely and friendly, ensuring the security of student documents (Donni Jonni Prinsa, 2017).

2) Accuracy of information provided by employees
The provision of information is a service provided in oral or written form. Both through information boards and via online.

Based on the researcher's information, it can be that school administration services during the 2020-2022 COVID-19 pandemic at SMK Karya Guna 1 Bekasi are in the good category. The quality of school administration services is in the medium category, it can

be seen from the assessment indicators related to school administration services during the COVID-19 pandemic, namely 1) physical evidence (tangibles) including physical facilities, employees, equipment and infrastructure that can be relied upon as concrete evidence in service delivery, in this case administrative personnel provide good service with concrete evidence of wearing neat clothes and clean, well organized office space. 2) Reliability (realibility) is the ability to provide accurate and reliable services, seen from this aspect, administrative personnel still need improvement in understanding the duties of a school administration staff such as providing services thoroughly, reliably, and clearly in accordance with the needs of students. 3) Responsiveness is the ability to provide services appropriately and quickly responsive, in this case administrative personnel still often procrastinate in providing services and are less quick in responding to student complaints. 4) Assurance is the ability of administrative personnel to provide good service in order to generate trust and confidence in students, in this case administrative personnel provide good service by ensuring the security of student documents and providing convincing services to students. 5) Empathy (emphaty) is the willingness of administrative personnel to carry out communication relationships well and meet the needs of students. This shows that between students and TU administrative personnel there has been a communication relationship and understand needs well. When viewed from the results of respondents' responses, the indicators that need to be improved are reliability and responsiveness.

Based on the results of the above research in accordance with the theory put forward by Amiruddin, good administrative services must follow the rules and regulations that have been issued by relevant agencies or units in the educational environment (Amiruddin, 2017). Service quality is not seen from the point of view of the provider or service provider, but based on the perception of students as service recipients. Students who feel the service provided, so they are the ones who should assess and determine the quality of service. Thus, the good and bad quality of service depends on the ability of service providers to meet student expectations consistently.

3) Professionalism of teachers in teaching.

The results of this study are in accordance with Richards' statement in Long, Ibrahim & Kowang which states that the effectiveness or ineffectiveness of teaching is closely related to teacher competence. Competent teachers will also create classroom conditions and climate, which are conducive to student learning. Research shows that teacher knowledge is the subject that contributes the most to learner satisfaction (Long, C. S., Ibrahim, Z., & Kowang, T. O., 2013).

These personality competencies can always be improved and improved by teachers in behaving every day. Teachers must be able to display a steady personality as a teacher. Be fair in treating all students without discriminating. Able to be mature, wise, and wise in providing learning, facing problems, and making decisions. In addition, teachers must always be disciplined in carrying out their duties, so that teachers are able to be role models for students.

4) Learning facilities and infrastructure

The results of research that have been carried out in order to achieve the quality of learning SMK Karya Guna 1 Bekasi. The existence of a learning clinic which is one of the educational services that is a solution to various problems related to learning. The urgency of excellent service of learning includes material that is not understood / understood by students when the learning process in class takes place or is not understood due to illness and also caused by participating in various competition championships held.

In the aspect of academic guidance services, it is a service that not only contains elements of knowledge enrichment, but also psychological services to increase motivation to excel. Findings in the field related to administrative guidance and counseling show that

this service has not run optimally due to factors both in the nature of rules that are not followed by sanctions actions, as well as the motivation and commitment of the guidance teacher. Field findings related to the ineffectiveness of thesis guidance services are closely related to the factors of teacher mastery of research methodology, commitment to carry out duties as supervisors optimally, aspects of equity. Meanwhile, a study of library services found that the services of SMK Karya Guna 1 Bekasi are very qualified in terms of physical buildings and other physical equipment. Likewise, the collection of books continues to increase both titles and exemplamya. However, findings in the field show that the increasing collection of books is not fully in line with the needs of students in each department / study program, so its existence has not contributed optimally to increasing students' knowledge of a subject. In the aspect of practicum services are academic services aimed at improving students' psychomotor expertise on a subject. The results of the study show that practicum services centered in the laboratory are faced with problems of human resources (teachers), facilities, and practicum work systems.

Academic services at SMK Karya Guna 1 Bekasi found that quality control of academic services at the department level on the learning process was carried out in the form of controlling learning records/teacher and student attendance lists and teacher competency assessments by students. Planning is essentially a forward-looking activity. Findings in the field show that before the formulation of strategic planning, the three SMK Karya Guna 1 Bekasi had the same tradition, namely forming a team consisting of experts and faculty representatives who were mandated to formulate strategic plans for the next 5-10 years.

Academic services (learning) are realized by improving the aesthetic perceptions of students in order to find increased meaning in all aspects of life. Aesthetic value also helps educators (teachers) increase their effectiveness. Teaching which is a form of artistic expression can be judged according to artistic standards of beauty and quality. An educator is an artist who continuously strives to improve his performance. Theological values are the basis for service quality management to see the principle of expediency and skills to improve the quality of academic services for the benefit of many people while still complying with applicable rules and norms and not justifying everything, as the flow of utilitarianism. The potential and strength stated here are the potential and strength of the internal nature of the institution which can be a driving force for the institution to survive in providing quality academic services to students as users of educational services.

Conclusion

Academic Administration Services of SMK Karya Guna 1 Bekasi Teachers of SMK Karya Guna 1 Bekasi have the competence to create a pleasant learning atmosphere so that the material taught can be understood by students well. All satisfaction with students has been achieved, by providing quality services characterized by the comfort of students in receiving academic services provided by SMK Karya Guna 1 Bekasi and school fees that are implemented into values (benefits) that are in accordance with student expectations. The strategy to improve the quality of academic services at SMK Karya Guna 1 Bekasi by increasing the satisfaction of students in the quality of service is evidenced by the adjustments in the field including the suitability of the curriculum between expectations and reality, the suitability of learning infrastructure between expectations and reality, the suitability of learning implementation between expectations and reality, the suitability of academic assistance between expectations and reality. Limited infrastructure advice provided, and lack of awareness of employees in service become obstacles in the service process, one is still often late in academic services. First, the implementation of excellent service guidelines contained in the vision, mission, motto; Service standards, service information, systems, mechanisms and

procedures for school excellent service. Second, the implementation of human resources in supporting excellent service is divided into two, namely by providing coaching in the form of training. Third, the implementation of facilities and infrastructure to provide excellent service, namely as a support for excellent service, utilization by parties within the school and parties outside the school. Fourth, the implementation of complaint handling, divided into 5 aspects, namely: (1) manual complaint media and technology; (2) socialization by placing complaint flow banners in several corners of the school; (3) complaints made directly (to the administration) and indirectly (web, SMS, telephone and complaint boxes); (4) complaint management is carried out during management and soft skills meetings; and (5) verification of the handling of complaints by finding the source of the problem to be submitted to the principal.

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