

Perceptions of Junior High School (SMP) Leaders in the Batusangkar Region Regarding the Service Quality of Tanah Datar Regency Education and Culture Service Employees

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ABSTRACT

This research was motivated by the results of observations made by the author at junior high schools in the capital of Tanah Datar Regency regarding the service quality of Education and Culture Service employees which was indicated to be still less than optimal. The purpose of this research is to obtain information and describe how good the quality of service of education service employees is from the aspects: Discipline, Ability, Attitude, Physical Appearance, Fairness, Speed. This research is a quantitative descriptive research. The population of this study was 78 junior high school (SMP) leaders in the Batusangkar area who came from 13 schools in 3 sub-districts, namely Lima Pemuda sub-district, Tanjung Emas sub-district and Sungai Tarab sub-district. The sample was taken using Stratified Random Sampling Technique, totaling 52 school leaders (Principal, Head of Administration, Curriculum Representative, Student Affairs Representative, Public Relations Deputy, Infrastructure Deputy). The research instrument uses a questionnaire with a Likert scale model which has been tested for validity and reliability. The data obtained was processed using the average formula (mean). It can be concluded that the service quality of Tanah Datar district education and culture service employees is in the good category with an average score of 4.46.

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1. INTRODUCTION

Service quality is an effort to meet consumers' needs and desires, as well as delivering services appropriately to meet their expectations. This quality can be measured through five dimensions sequentially based on their level of importance, namely reliability, guarantee, physical evidence, empathy and responsiveness. Basically, service is an activity carried out by someone to meet the needs of other people. The services provided will reflect the quality of higher education, which in turn shapes individual perceptions of the institution. Nisa, A. A., Susanti, L., Rusdinal, R., & Ningrum (2021). Good service reflects how employees provide the best service, so that satisfaction can show a sign that the service provided by the staff in the service is good. (Ashari et al., 2021). The organization can run according to expectations with the same goal, namely making the organization better and developing even better. Every organization/agency that provides services, whether in the form of goods or services, pays attention to the quality of its services so that all employees are obliged to do so, and can carry out the duties and responsibilities assigned to them. (Safira, 2023). Perception is essentially a cognitive process experienced by each person in understanding information about their environment. Both through sight, hearing, appreciation, feeling and smell. The key to understanding perception lies in recognizing that perception is a unique interpretation of a situation, rather than a correct recording of

the situation. Gressner & Gressner (2018). According to Unique, (2021) Perception is a process that arises as a result of a sensation that is influenced by physical stimuli and the surrounding environment through the senses of hearing, sight, smell, touch so that it can create a certain feeling. Perception is the process used by an individual to select, organize and interpret information input to create a meaningful picture of the world. A person's view or perception of their role in the organization, their perception of their work, can include their beliefs about their work, satisfaction with their work and their behavior in carrying out their work. Wahyu et al (2021).

Service quality can be measured using five dimensions in order of relative importance, namely reliability, guarantee, physical evidence, empathy and responsiveness. Sari et al (2021). Service quality focuses on efforts to fulfill customer needs and desires as well as the accuracy of delivery to balance customer expectations. Novia et al., (2020). According to Christono, (2022) Service quality is an important part that every company must strive for if it wants its products to be able to compete in the market to satisfy consumer needs and desires. According to Lovelock and Wirtz (2007:418) service quality is a customer's long-term cognitive evaluation of the service delivery of a company. According to Huang (2009:2) service quality can be defined as an overall impression. (Chulaifi, 2018). According to Davis, quoted by Tjiptono (2012: 51), quality is something that is in a dynamic condition which is closely related to products, services, people, processes and an environment that supports or can exceed consumer expectations.

Principal leadership is the ability and authority to influence, encourage, direct and motivate teachers to have a strong will, enthusiasm and confidence in carrying out their duties. It aims for school progress and provides inspiration in achieving goals. (Fitri, 2024). School leaders can empower all human resources effectively to complete their work on time. (Rosnita & Sulastri, 2023). The school principal can carry out his duties effectively without having to conflict with the expectations of the teachers who are his subordinates and are able to carry out the main tasks and additional tasks given without feeling ordered (Safira, 2023).

So based on the results of the author's observations at junior high schools in the Batusangkar area, there were several problems found in the quality of service for education service employees by junior high school (SMP) leaders. Some of the phenomena found include: 1) 1) There are still employees who do not fully understand their work procedures and duties, so they often ask other colleagues. 2) School leaders feel that employees have not served wholeheartedly, which was seen when visiting the Tanah Datar Regency Education and Culture Office, where employees did not greet and smile at teachers. 3) School leaders feel that the service they receive is not equal or fair, as can be seen from some leaders who can complete matters first because they have connections. 4) The service schedule stated does not match the reality on the ground, as evidenced by the school leader arriving according to schedule but still being asked to wait. Based on the problems above, this research generally aims to obtain information and describe the quality of service of Tanah Datar Regency Education and Culture Service employees in terms of:

- a. Discipline of Tanah Datar Regency education and culture service employees in carrying out their work.
- b. The ability of Tanah Datar Regency Education and Culture Service employees to carry out their work.
- c. The attitude of Tanah Datar Regency education and culture service employees in carrying out their work.
- d. Physical appearance of Tanah Datar Regency education and culture service employees doing their work.
- e. Fairness of Tanah Datar Regency education and culture service employees in carrying out their work.
- f. The speed at which Tanah Datar Regency education and culture service employees carry out their work.

2. METHOD, DATA, ANALYSIS

This type of research uses quantitative descriptive research, because it only aims to determine independent variables without making comparisons, so this research does not use hypothesis formulation. This research is included in quantitative descriptive research because this research describes the quality of service of Education Department employees using data in the form of numbers and their interpretation based on applicable parameters. The population of this research is junior high school (SMP) leaders in the Batusangkar area. A total of 52 people were involved as samples for this research. Samples were taken using a random sampling technique with an error rate of 10%, so the number of samples used was 52 people.

The research instrument used was a questionnaire with a Likert scale model which had five answer choices. Validity and reliability tests were carried out using SPSS version 29.0. The results of the validity and reliability tests show that the instrument's service quality for education service employees is valid and reliable. The validity test of the service quality questionnaire for education service employees carried out with SPSS 29.0 showed that of the 60 statement items, 60 items were declared valid. The reliability test for the questionnaire shows that this instrument is very reliable, with the calculated reliability coefficient far exceeding the critical value, making it reliable for use in research.

The research data was processed with the help of the SPSS version 29.0 program. First, data verification, second, grouping and tabulating the data, third, creating a frequency distribution of scores for each item, then calculating the average (mean) with the highest score multiplied by 100% using the assessment category scale classification.

3. RESULT AND DISCUSSION

Result

The results and discussion regarding the quality of service of Tanah Datar Regency Education and Culture Service employees are reviewed from six aspects, namely discipline, ability, attitude, physical appearance, fairness and speed. The following are the results of data processing on the quality of service of Tanah Datar Regency Education and Culture Service employees from the following table:

Table 1. Recapitulation of the average score of Service Quality for Tanah Datar Regency Education and Culture Service Employees

No	The indicators studied	Average Score	Category
1.	Innovation and courage to take risks	4,16	Good
2.	Attention to detail	4,56	Good
3.	Team orientation	4,47	Good
4.	Aggressiveness	4,48	Good
Average		4,41	Good

The first indicator, namely discipline, received a score of 4.07. In the good category, the author used 10 questions as indicators. Of all the items, the question that received the highest response from respondents was "Education service employees provide services in accordance with predetermined standards" with an average score of 4.63 in the very good category and the lowest score for the item "Education service staff complete requests school leaders according to the promised time" with an average score of 4.44 in the good category.

In the second indicator, this ability managed to get a score of 4.63 in the very good category. In this indicator, the author uses 9 questions. Of all the items, the one that received the highest response from respondents was "Education service employees show initiative in resolving the problems raised" with an average score of 4.63 in the very good category and the lowest score for the item "Education service staff provide effective solutions "to the problems raised by the leadership" with an average score of 4.44 in the good category.

In the third indicator, namely attitude, obtained a score of 4.55 in the good category, the author used 13 questions as indicators. Among all the items, the question that received the highest answer from respondents was "Education service employees provide access to technology that is easy for school leaders to use" with an average score of 4.63 in the very good category and the lowest score in

the item "Education service staff show friendly expression during interaction" with an average score of 4.40 in the good category.

The fourth indicator, namely physical appearance, received a score of 4.55. In the good category, the author used 10 questions as indicators. Of all the questions, the item that received the highest answer from respondents was "the highest score from the justice aspect is found in the item Education service employees are consistent in maintaining commitment to the promised time to complete tasks" with an average score of 4.64 in the very good category and the lowest score is on the item "Education service employees provide polite responses in responding to requests submitted" with an average score of 4.44 in the good category.

In the fifth indicator, namely getting a score of 4.55 in the good category, the author uses 9 questions as indicators. Among all items, the justice aspect received the highest response from respondents. The highest score from this aspect is in the item "Education service employees treat everyone fairly without discrimination against other backgrounds" with an average score of 4.63 in the very good category and the lowest score is in the item "Education service staff treat everyone regardless of position " with an average score of 4.44 in the good category.

The sixth indicator, namely speed, obtained a score of 4.45. In the good category, the author used 9 questions as indicators. Of all the questions, the item that received the highest response from respondents from the justice aspect was the item "Education service employees provide comfort while waiting" with an average score of 4.63 in the very good category and the lowest score in the item "Service staff provide the process transaction time that does not take excessive time" with an average score of 4.32 is in the good category.

Discussion

Based on research findings, it is known that the quantitative assessment of the service quality of Tanah Datar Regency Education and Culture Service employees is in the good category. The indicator that gets high marks in this case is quality. This is in accordance with the opinion expressed by Stephen Robbins (2020) that discipline includes compliance with the rules and procedures set by the organization. Discipline is also related to the employee's responsibility and commitment to their duties.

Based on the results of the research conducted, it was found that the quantitative assessment regarding the quality of service of Tanah Datar Regency Education and Culture Service employees was in terms of ability. This is in accordance with the opinion expressed by Edward Lawler (2021) that maintaining employee abilities is related to creating a work environment that supports professional development, providing communication and responding quickly to customer requests and providing the ability to solve problems regarding the problems they raise.

Based on the results of the research that has been carried out, it is revealed that the quantitative assessment regarding the quality of service of District Education and Culture Service employees is in attitude. This is in accordance with the opinion expressed by Daniel Goleman (2021) that to improve employee attitudes, it is important to focus on emotional intelligence, which includes patience, empathy, politeness and consistency in work.

Based on the results of the research that has been carried out, it was revealed that the quantitative assessment regarding the quality of service of District Education and Culture Service employees is in terms of physical appearance. This is in accordance with the opinion expressed by Judith L. Glick-Smith (2022) that a neat and professional appearance can increase employee self-confidence and give a positive impression to customers or work clients.

Based on the results of the research that has been carried out, it is revealed that the quantitative assessment regarding the quality of service of District Education and Culture Service employees is fair. This is in accordance with the opinion expressed by John Rawls (2020) that the principle of justice must emphasize fair and equal treatment for all customers, as well as ensuring that every individual has equal access to opportunities.

Based on the results of the research that has been carried out, it is revealed that the quantitative assessment regarding the quality of service of District Education and Culture Service employees is fast. This is in accordance with the opinion expressed by Daniel Pink (2022) that employee speed at work often involves developing skills and using technology. This can be improved through proper training and the use of tools that support productivity.

4. CONCLUSION

Based on hypothesis testing and research findings regarding the quality of service of Tanah Datar Regency education and culture service employees, it can be concluded that it is in the good category. Furthermore, it is explained in Discipline with an average of 4.07 for ability with an average of

4.63 for attitude with an average score of 4.55 for physical appearance with an average score of 4.55 for fairness with an average score of 4, 52 for speed with an average score of 4.45. This describes the quality of service provided by Education and Culture Service employees as good and meeting expectations in these aspects.

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