

BUILD PUBLIC TRUST THROUGH EXCELLENT SERVICE IN SCHOOL

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Abstract:

This study aims to understand the implementation of excellent service in increasing public trust at SMA Nurul Jadid, Paiton, Probolinggo. This research uses a qualitative case study approach. The data collection technique is done through observation, interviews, and documentation. The data analysis technique was carried out through data reduction, data exposure, and concluding. The results showed that excellent service at SMA Nurul Jadid was implemented to increase public trust through; tangible modality, creating good communication, in-service training, the interconnection between employees, and an integrated approach to quality service. This research has implications for the importance of excellent service for every educational institution to ensure the loyalty of madrasa residents both internally and externally.

Keywords : *Excellent Service, Public Trust, Customer loyalty*

Abstrak:

Penelitian ini bertujuan untuk memahami tentang implementasi excellent service dalam meningkatkan kepercayaan public di SMA Nurul Jadid, Paiton, Probolinggo. Penelitian ini menggunakan pendekatan kualitatif jenis studi kasus. Teknik pengumpulan datanya dilakukan melalui observasi, wawancara, dan dokumentasi. Adapun teknik analisis data dilakukan melalui reduksi data, pemaparan data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa implemetansi excellent service di SMA Nurul Jadid sebagai upaya untuk meningkatkan public trust dilakukan melalui; tangible modality, create good communication, inservice training, interconnection beetwen employees, dan integrated approach to quality service. Penelitian ini memberikan implikasi terhadap pentingnya pelayanan prima bagi setiap lembaga pendidikan guna menjamin loyalitas warga madrasah baik internal maupun eksternal.

Kata Kunci: *Excellent Service, Public Trust, loyalitas Pelanggan*

INTRODUCTION

Education is understood as part of the factors that determine and influence social change. Education is hoped to produce future generations who have a solid character to accept the baton of the nation's leadership (Salim & Hasanah, 2021). For education to be carried out properly, a media or forum called an institution is needed (Rahman, 2018). This is where the importance of the role of educational institutions in the personal formation of a child becomes a complete human being.

In the last decade, educational institutions have faced changes, upheavals, and progress that are often difficult to predict, either because of the disruption or uncertainty they experience (Umam, 2019). One of the challenges of educational institutions today is in terms of service (Sugilar, 2020). As part of the industry, educational institutions must also provide the best quality service to users of educational services (Ilyasin & Zamroni, 2017; Chandra et al., 2018; Dakir et al., 2020). Educational institutions that can meet the challenges of the times can only be realized through academic units that continuously have the will and ability to improve quality (Fredy et al., 2019; Osman et al., 2020). Through quality educational institutions, education in reaching the point of change as its goal can be realized (Liu, 2020; Sasmito et al., 2020). Educational institutions that can answer the challenges of the times will always exist and develop. In this case, primarily in providing services to users of educational institutions. Because the satisfaction of education service users is one of the main priorities of every education service provider to develop good relationships with service users (Dinh et al., 2021).

So is the case with Nurul Jadid High School (SMA Nurul Jadid) as a formal educational institution under the auspices of the Nurul Jadid Islamic Boarding School Foundation. SMA Nurul Jadid is also one of the favorite private educational institutions in the Probolinggo Regency. Based on the number of students that always increases from year to year, SMA Nurul Jadid is an educational institution that is very aware of the importance of excellent service in increasing public trust. The idea of providing optimal service through outstanding service to the community and service users needs to be inspired by every task force of educational institutions to contribute to the success of the concept to increase public trust in educational institutions. Excellent service is provided to the community and internal residents of educational institutions.

As an educational institution, it is also a public service institution. SMA Nurul Jadid always strives to provide services to the community. In practice, educational institutions are oriented to the interests of commercial materials and services to the community (Paryanti, 2018; Sugilar, 2020). So far, excellent service has been one of the main principles held by SMA Nurul Jadid, which was adopted from the concept of modern management - which is carried out by commercial companies - in maintaining quality and cooperation (Ramadhana & Sudrajat, 2020). There are specific operational standards on greeting consumers to offer services that can make consumers feel happy and comfortable.

Public trust and internal citizens of educational institutions are built on a sense of comfort and satisfaction with services in an academic unit. The ability of educational institutions to serve the community and its citizens can become an indicator of the quality of human resources in it to gain public trust (Sudjjiani et al., 2019).

Excellent service is the best maximum effort made by SMA Nurul Jadid to meet the needs according to the wishes of service users (Puspitasari, 2019). Indeed, the essence of excellent service is customer satisfaction. The problem of service quality is one of the inhibiting factors in entering the competitive and innovative world of educational institutions. Competition in the world of educational institutions today is very tight. Every educational institution competes to show its achievements and advantages (Amir, 2021; Fauzi, 2021; Farisi, 2021). Many ways are taken to strengthen competitiveness. Facilities and infrastructure are also advantages and are included in the service part of an educational institution for service users. Supporting facilities and infrastructure will be a factor in the satisfaction of school services to the school community (Dinh et al., 2021).

Excellent service by human resources at SMA Nurul Jadid has a role in increasing the comfort and satisfaction of the community. Consumers, including those in education, highly value good service (Tanjung et al., 2019). Several studies have linked customer satisfaction, loyalty, and profit. This means that by providing full service, the community will feel satisfied and believe in an educational institution unit.

According Sameena (2020), in his research, improving service quality is very important to increase student satisfaction. The community will participate in marketing the institution by conveying the advantages so that the market is more comprehensive. Community satisfaction with an institution is one of my proud achievements. As a public service provider business, providing optimal, satisfying, and community expectations is an achievement (Fredy et al., 2019).

Excellent service is one of the attractions for the community. Community satisfaction is achieved when expectations are directly proportional to what they get, in this case, quality and service. Excellent service is carried out to achieve customer satisfaction and even becomes a significant concern. The higher the service quality, the lower the level of customer concern for the services of an agency (Sirajuddin & Atrianingsi, 2020). In the case of education, the higher the level of service quality, the lower the public's doubts in deciding to choose an educational institution for their children. This means that people have high confidence in selecting the intended educational institution.

Educational institutions, in general, have similarities between one educational institution and another, namely the existence of ideological similarities and having the same reference with the same teaching method (Krisdiyanto et al., 2019). The various advantages offered by educational institutions will make people believe that they can be used as educational institutions targeted by the community. One of the advantages that need to be taken into account is an educational institution with a good level of service. The

institution will become an educational institution widely targeted by the community. The benefit of educational institutions to the community dramatically affects public confidence in choosing the educational institution.

In the current era of modernization, the best service is the key to excellence in educational institutions in increasing public trust (Puspitasari, 2019), especially for SMA Nurul Jadid. Trust is the initial capital for educational institutions that must be fostered in the community's soul. Trust will arise in the community if they prove that the educational institution can provide good service to the community. It becomes an attraction and gives complete trust to educational institutions to entrust their children's education in droves to these educational institutions.

Several research results indicate that excellent service can increase public trust in institutions or agencies. A study states that the application of excellent service is a must in every environment in commercial and non-commercial institutions to increase the confidence of service users (Afriza et al., 2019). Likewise, Alif (2020) said that excellent service was able to attract and increase consumer confidence to remain loyal to the organization. This is the uniqueness of this study. Educational institutions are like institutions that must focus their attention on the needs of their customers, namely the community, government students, and graduate users, to survive and win the competition amid educational competition. Therefore, in this case, the researcher focuses his study on how excellent service can create and build public trust at SMA Nurul Jadid, PAiton, Probolinggo?

RESEARCH METHODS

This research uses a qualitative case study type, where educational researchers want to know and understand the implementation of excellent service in increasing public trust at SMA Nurul Jadid, Paiton, Probolinggo, East Java. Data were collected through observation, interviews, and documentation of activities related to excellent service. The research subjects were principals, teachers, students, employees, and guardians of students.

Data analysis techniques were carried out through data reduction, data exposure, and concluding. Data reduction is made by sorting and selecting important information related to excellent service at SMA Nurul Jadid. The presentation of the data was carried out by presenting data related to the implementation of excellent service at SMA Nurul Jadid, so it was easy to understand how it was implemented. Conclusions are drawn by looking for the importance of information about the implementation of excellent service to increase public trust. The technique of checking the validity of the data is using triangulation.

RESULTS AND DISCUSSION

The results of the study show that the implementation of Excellent Service in building Public Trust at SMA Nurul Jadid is carried out through:

Tangible Modality

Tangible Modality is the implementation of excellent service by SMA Nurul Jadid by providing proper and adequate facilities. As stated by DPW as the head of SMA Nurul Jadid, the facilities built aim to give a sense of comfort for school residents and students' guardians and visiting guests. Schools build buildings as a form of providing proper facilities.

Tangibles Modality relates to physical facilities and equipment and the professional appearance of employees. SMA Nurul Jadid considers the provision of facilities and the quality of human resources in providing services. As the student's guardian, IJ said that the building or buildings at SMA Nurul Jadid was adequate and supported by sufficient facilities. Provision of sufficient structures and facilities is the first step in providing accurate service to internal school residents (teachers, employees, and students) and external school residents (school residents, alumni, and guardians of students and school guests).

AI also conveyed this as the Facilities and Infrastructure section, which said that schools build buildings and facilities to provide proper service to school residents. In line with AI delivery, FU as a student of SMA Nurul Jadid, explained that; SMA Nurul Jadid is a school with good building conditions, adequate facilities, and complete facilities and infrastructure.

As a form of implementing Excellent Service at SMA Nurul Jadid to provide good service, SMA Nurul Jadid has built several adequate facilities. AI as waka of facilities and infrastructure explained that; The facilities built can be grouped into; student facility services, teacher facility services, and community service facilities. To provide a sense of comfort to students in terms of facility services, SMA Nurul Jadid built several facilities, including; build a science laboratory, a language lab, a social studies laboratory, a computer lab, sports facilities, a prayer room, and build a shady area and have a seat. Service facilities for teachers to support performance include a clean and comfortable teacher's room, an administrative room with adequate technological equipment, a particular room for student representatives, curriculum representatives, facilities and infrastructure representatives, and a specific room for counseling guidance. Some of the things that have been implemented are technical things that schools have realized to provide excellent service. SMA Nurul Jadid not only has adequate facilities. However, sufficient facilities are also supported by professional employees in their fields.

Create Good Communication

Knowledge, ability, courtesy, and trustworthiness are basic skills that educators and education staff must possess in providing services. This is by the statement of DPW as the head of SMA Nurul Jadid, who said that; the application of polite communication is a form of Excellent Service that needs to be applied by educators and education staff in providing services. So educators and education staff need to be constantly accustomed to implementing polite communication to cultivate polite and friendly communication patterns with everyone. As a class XII Language student, MH said that the teachers and employees at SMA Nurul Jadid were amiable, polite, courteous, and patient in

providing services to students so that students felt comfortable. Creating good communication in excellent service has a very positive impact on service user satisfaction.

DPW explained that good communication needs to start from the principal's communication with educators and education staff who are more democratic and polite, not authoritarian and harsh. This also needs to be practiced by educators and education to students. In line with the presentation from the head of SMA Nurul Jadid, MS as an employee of SMA Nurul Jadid said that the head of SMA Nurul Jadid is a charismatic, humble, friendly, and friendly leader so that he seems to be a leader who is not authoritarian and brutal. Educators and education staff are accustomed to being close to students, so that students are reluctant and polite. Friendly communication also needs to be felt by the school's external residents (school residents, alumni, and guardians of students and school guests).

DPW also explained that; professionalism in receiving complaints from guardians of students or the public, educators, and education staff must get used to responding politely, not giving answers accompanied by emotion, and trying to reduce the atmosphere. From this description, educators and education staff must behave professionally by displaying polite communication in responding to complaints. This needs to be done by educators and education staff so that it becomes a good habit. These services need to be implemented to provide positive feedback on complaints addressed to the school.

Inservice Training

Educators and education staff are part of the quality of service in education. This is by DPW's statement as the head of SMA Nurul Jadid, who said that educators and education staff are essential in Excellent Service. Educators and education staff are the first to provide excellent service to service users. The higher the quality of service offered, the higher the satisfaction and trust felt by service users. The higher the quality of educators and education personnel owned by the school, the higher the level of satisfaction and public trust.

SMA Nurul Jadid is committed to continuously improving the quality of service. To achieve this, DPW explained that to enhance the quality of the reliability of educators and education staff, SMA Nurul Jadid has a routine program of upgrading human resources. Every six months, various kinds of training are held for educators and education staff, which is Inservice Training on excellent service. The program is carried out to improve the quality of service employees/staff or teachers in providing services to internal school residents or external school residents. Through this excellent service training program, educators and education staff can evaluate the strengths and weaknesses in delivering services.

Excellent service training held every six months at SMA Nurul Jadid can be a means of improving all employees/staff as well as educators and education staff. They can analyze the potential that can be developed with the characteristics of existing human resources and evaluate deficiencies to make

improvements. Inservice training in excellent service provides provisions for educators and education staff on how to provide good service. MS as an SMA Nurul Jadid explained that Inservice Training provides conditions on receiving guests properly, giving a smile to everyone encountered, both outsiders and insiders, including co-workers to school guards, and always being friendly to students. With the Inservice Training that SMA Nurul Jadid applies to staff and education, it can improve the quality of service to foster a sense of comfort for the school's internal residents or the school's external community.

Routine training, held every six months, is an effort taken by schools to provide excellent service. DPW said that; The training is also a form of school to improve the capability of teachers and employees in providing services. The school seeks to provide professional and capable educators and education personnel through continuous improvement of basic services skills. Excellent service training aims to understand the concept of service to all educators and education personnel.

MHI justifies this as an employee of SMA Nurul Jadid, saying that in Inservice Training they are trained to understand from the point of view of service users and understand nine service points, namely: ease of access, responsibility, competence, courtesy, level of trust, speed of service, security, transparency. And professionals. So that educators and education staff can understand effective communication to create an attractive image. That way, educators and education staff can serve school residents. Internal school residents (educators and education staff and students) and external school residents (school residents, alumni, and guardians of students and school guests) with appropriate and satisfying services.

Interconnection Between Employees

Responsiveness is an attitude that must be possessed by every educator and education staff in which there is a willingness to help and provide fast and appropriate services to internal school residents and external school residents by delivering clear information. This is by the statement of DPW as the head of SMA Nurul Jadid saying that; To achieve excellent service, it is necessary to have a responsible attitude for every educator and education staff. To foster this attitude, it is essential to have interconnectivity between educators and education staff. Every education and education staff has their respective main tasks and functions in schools. However, in providing services, both to the internal members of the school (educational and educational staff and students) as well as to the external members of the school (school residents, alumni, and guardians of students and school guests) must provide good service even though it is not part of the main task force. To realize a comfortable and satisfying service, it is necessary to coordinate or interconnectivity between educators and education staff.

DPW explained that; In receiving questions or problems from students, guardians of students, the general public, or guests, educational staff may not provide statements or answers that the question or problem is not part of their primary task. Educators and education staff need to show professionalism to

coordinate with the department concerned immediately. As well as providing direction to students, parents, the general public, or guests to the department concerned. A similar statement was also conveyed by the MHU section of Guidance and Counseling (BK), saying that; if there is a problem that is received or a complaint is made to the BK even though the problem is not related to the BK (such as regarding payment), then it must be able to serve well and coordinate the complaint or problem to the relevant department in the school. The interconnectivity applied by educators and educators is essential to provide good service so that students, parents, the general public, or guests feel comfortable and happy with the services provided by educators and education staff.

Integrated Approach To Quality Service

The willingness of employees to care more about giving personal attention to service users, including ease of making relationships, good communication, emotional awareness, and understanding student needs, is an attitude that needs to be applied to provide good, comfortable, and satisfying service. As the Head of SMA Nurul Jadid, DPW said that; One form of attitude in delivering excellent service is to create a family feel. Realizing a family feel means making all school members, parents, and the surrounding community a big school family so that every member of the school's internal or external school environment can feel comfortable in the school environment.

This is important to realize the dimensions of service quality related to attention or empathy. DPW explained that it has become necessary for SMA Nurul Jadid to pay more attention to social relations with school residents. This is manifested in the school's concern for all parties who need assistance. If teachers, employees, students, parents, or the surrounding community are affected by a disaster, the school will provide care in the form of sympathy and material. This needs to be done as a form of school concern and is part of the school's service to the school's internal residents or the school's external residents.

In addition to this, as a form of concern, SMA Nurul Jadid also facilitates friendship between parents of students by utilizing the sophistication of communication in the current era. This is by DPW's statement as the principal said that every homeroom teacher must have a WhatsApp group between the homeroom teacher and the homeroom teacher. The program is carried out to implement excellent service in terms of attention. This program is one of the programs that is also intended to convey every vital information of SMA Nurul Jadid. This information can be related to school activities and the developmental conditions of students at school. QL as the homeroom teacher for class XII Language at SMA Nurul Jadid, explained that; every homeroom teacher must have a WhatsApp group with student guardians as a medium of friendship between the school and the guardians of students. Through this program, teachers are closer to students' parents, and students' guardians can get to know each other and be close. Discussions for the good of the child can be realized through the program. Guardians of students receive formal information related to systems and programs and know the problems and

development of their children. IJ as guardian of students in class XII IPA; With the WhatsApp group, the guardians of students feel very comfortable and can quickly find out the development and problems of children at school. Every homeroom teacher creates WhatsApp groups. Each homeroom teacher must be responsible for adequately serving complaints, questions, and input from each teacher.

The existence of Excellent Service that can be felt by the school's internal residents and the school's external residents will be a positive achievement for the school. SMA Nurul Jadid is committed to providing excellent service to school residents. Internal school residents (educators and education staff and students) and external school residents (school residents, alumni, and guardians of students and school guests). By the DPW statement as the head of SMA, Nurul Jadid said; An advanced school is a school that can provide optimal services, where when it comes to the human resources in it, both educators and any educational staff will feel satisfied and happy.

The results of this study indicate that the efforts to implement excellent service carried out by SMA Nurul Jadid can provide satisfaction not only to the internal members of the school (educators and education staff and students) but also to external residents of the school (school residents, alumni, and guardians of students and guests). With this application, SMA Nurul Jadid can increase public trust. The results can be seen in student admissions for the 2021/2022 academic year. DPW said that the number of new students for the 2021/2022 academic year had doubled compared to the previous year, which was the initial year of the COVID-19 pandemic quite an impact on society.

A service is a form of a work unit of equipment, equipment, or anything, and employees provide accommodation for activities desired by people or the public (Tsamara & Nugraha, 2020). Excellent service is the best service in meeting customer expectations and needs that meet quality standards by customer/society expectations and satisfaction (Tanjung et al., 2019).

Excellent service is the top way service officers from a service industry company can provide what they want and meet customer needs to achieve satisfaction (Baharun & Ardillah, 2019). Educators and education staff can provide an excellent service to every service user in educational institutions.

The application of excellent service in creating maximum benefit in an educational institution has at least four main elements: speed, accuracy, friendliness, and comfort (Tsamara & Nugraha, 2020). The quality of education services can be measured through indicators consisting of; physical condition, reliability, credibility, competence, understanding customer needs, communication, responsiveness or responsiveness, politeness (courtesy), protection systems, and access (Fredy et al., 2019).

Apart from the service quality factor, the educational facility factor cannot be ruled out. Facilities are all aspects of physical facilities that support the learning process, both academic and non-academic (Kurbani 2019). The facilities in question provide physical equipment to provide convenience to users in carrying out their activities or activities. All these needs can be adequately fulfilled.

Quality in providing good service is often one of the most critical factors in determining the success of educational institutions (Sudjiani et al., 2019). Good service quality will also affect public trust (Mundiri & Jannah, 2021). Trust can be interpreted as a willingness to rely on other parties' ability, integrity, and motivation to act to satisfy one's needs and interests (Pratiwi et al., 2019). Public trust is an essential element in educational institutions because they will trust their children's future to go to school in these institutions with the community's trust.

CONCLUSION

The results show that the implementation of Excellent Service at SMA Nurul Jadid increases public trust through tangible modality, creates good communication, in-service training, the interconnection between employees, and an integrated approach to quality service. By implementing these five concepts, schools can increase public trust. Not only for the internal members of the school (educational and educational staff and students) but also the external members of the school (school residents, alumni, and guardians of students and school guests). The results can be seen in the admission of students for the 2021/2022 academic year. To be precise, in the second year of the COVID-19 pandemic, SMA Nurul Jadid managed to capture twice as many new students compared to the previous year for the 2020/2021 academic year, which was the early year of the COVID-19 pandemic, which had quite an impact. Towards society.

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