



## ONE STOP INTEGRATED SERVICE MANAGEMENT (PTSP) IN IMPROVING SERVICE QUALITY

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### Abstract:

This study aims to analyze and understand One Gate Integrated Service Management (PTSP) in improving service quality at MIS At Taqwa Bondowoso . This research was conducted at the Private Islamic Elementary School of At Taqwa Bondowoso , which in this research is called MIS At Taqwa Bondowoso . This study uses a descriptive qualitative research approach using observation, interviews, and documentation method. Data analysis refers to the concept of Miles and Huberman : data collection, data reduction, data presentation, and conclusion. The results of the study show that One Gate Integrated Service Management (PTSP) in improving service quality at MIS At Taqwa Bondowoso includes planning process in the form of procurement of PTSP lobby space, analysis and organization of personnel, analysis and fulfillment of supporting resources; the implementation process of One Gate Integrated Services (PTSP) is divided into seven services: staffing and correspondence services, student services, curriculum services, madrasah operator services, financial services which are divided into BOS treasurer and madrasah treasurer, as well as general administration services ; the evaluation process is carried out every three months in the form of an evaluation meeting led by the Head of the Madrasah.

**Keywords:** *one gate integrated service management (PTSP) , service quality*

### INTRODUCTION

The high level of public interest in madrasa education recently cannot be avoided. This is directly proportional to the emergence of madrasa education and schools that offer education based on the Islamic religion in their curriculum with quality that is no joke. Based on Islamic *Education Education Management Information System (EMIS)* statistical data, the number of madrasas, especially private Madrasah Ibtidaiyah from 34 Provinces in Indonesia in 2019/2020 reached 23,884, of which almost 31%, namely 7,210 Private Madrasah Ibtidaiyah were in East Java Province .

Director General of Islamic Education Prof. Dr. H. Muhammad Ali Ramdhani, S.TP, MT. revealed that people's interest in sending their children to madrasahs has increased sharply. According to him, this shows the level of public trust in madrasahs which cannot be ignored and must be maintained and developed by providing good education in quality and infrastructure. Apart from that, madrasahs must also improve services so that services at madrasahs become better.

Service or in English it is called *service* can be interpreted as doing something for other people. The term service can refer to three words, namely service, service and servicing. *Services* are *services* that reflect intangible products or specific industrial sectors such as education, health, transportation and others. As a service, *service* is anything that a particular party does to another party, whether individual or group. Service refers to the context of repairs, for example motorbike servicing, AC servicing and so on. (Tjiptono, 2022)

Service is important for an organization, in this case educational institutions. Services in Madrasahs are related to how Madrasahs can meet the hopes or expectations of

the community (Baharun et al., 2021) so that services can be assessed as quality, Madrasahs can compete and compete in the world as it is today. (Services & Madrasahs, 2022)

The form of Madrasah service is in the form of a service, which is something that is intangible but whose benefits can be felt. Currently Madrasahs are required to be able to provide excellent service, where Madrasahs must be able to fulfill customer needs and desires so that customers feel satisfaction from the services provided. (Tansiri, 2017) Furthermore, Madrasah's goal in providing excellent service to customers is loyalty from the customers themselves so that they do not give up and continue to use our services as a service provider.

There are several general problems experienced by Madrasahs in providing services to the community, including services that tend to be long and complicated, access that is not easy, lack of information and documents, the practice of illegal levies (Fitriani et al., 2020), services that are less friendly, inadequate infrastructure and lack of personnel competence.

Some of the above problems were also experienced by MIS At Taqwa Bondowoso in providing services to the community. As a solution, MIS At Taqwa tries to present One Stop Integrated Service (PTSP) innovation with the aim of improving service quality so that with this PTSP concept there are no more complaints about services, services are right on target and on time, access becomes easy, able to provide services informative, comprehensive and so on.

Based on Presidential Regulation of the Republic of Indonesia Number 97 of 2014 concerning the Implementation of One-Stop Integrated Services (PTSP), One-Stop Integrated Services (PTSP) are integrated services in one unified process starting from the application stage to the completion stage of service products through one door.

Meanwhile, One Stop Integrated Services (PTSP) according to the Decree of the Minister of Religion of the Republic of Indonesia Number 90 of 2018 is an activity to fulfill community service needs. (Saputra et al., 2020) In the Minister of Religion Regulation Number 65 of 2016 concerning integrated services in the Ministry of Religion (KEMENAG) One Stop Integrated Services (PTSP) is an innovation from the government to improve public services, reduce service bureaucracy, and as a form of business creating good governance. (Services & Madrasahs, 2022)

MIS At Taqwa Bondowoso is a private madrasah ibtidaiyah located in Bondowoso Regency, East Java with the highest number of students in Indonesia, namely 1,817 students, and 91 personnel consisting of 75 teaching staff, 7 administrative staff, 1 library staff and 8 cleaning staff. .

There are six services available at PTSP MIS At Taqwa Bondowoso including finance, personnel, correspondence and archives, student affairs, curriculum, and madrasa operators. From the several services above, with a large number of stakeholders, the One Stop Integrated Service (PTSP) concept is considered effective as a solution in providing services that are fast, cheap, easy, transparent, certain, affordable and accountable (KMA, 2018) to meet needs and customer expectations.

One Stop Integrated Services (PTSP) will run well and be able to improve service quality if it is managed with good management, including planning, implementation and evaluation processes. This is in accordance with the results of research from Eka Dana Margi Saputra et al, which states that administrative services can be improved with structured planning, implementation in accordance with PTSP technical guidelines, and regular evaluation from coordinators. (Saputra et al., 2020)

One Stop Integrated Service (PTSP) at MIS At Taqwa has been running since July 2021. Until now, the service has been running well and effectively, but several improvements are still needed in management and development in order to provide excellent service to the community. Based on the explanation above, the researcher focused the study on One Stop Integrated Service Management (PTSP) in Improving Service Quality at MIS At Taqwa Bondowoso.

## **RESEARCH METHODS**

This research uses a descriptive qualitative research approach. The research location is the Private Ibtidaiyah Madrasah (MIS) At Taqwa Bondowoso.

Data collection uses observation, interview and documentation techniques. Observations and documentation were carried out at MIS At Taqwa Bondowoso, specifically the Administrative Staff room. Meanwhile, the interview was conducted with Mr. H. Mohammad Zakariyah, S.Pd.I as Head of Madrasah and initiator of One Stop Integrated Services (PTSP) at MIS At Taqwa Bondowoso.

Data analysis uses the Miles and Huberman concept, namely data reduction, data presentation and drawing conclusions. (Sugiyono, 2009)

## **RESULTS AND DISCUSSION**

### **One Stop Integrated Service Planning (PTSP) in Improving Service Quality at MIS At Taqwa Bondowoso**

One Stop Integrated Services (PTSP) at MIS At Taqwa Bondowoso was released in July 2021 and has only been running for around 20 months based on initiation and instructions from the Head of Madrasah H. Mohammad Zakariyah, S.Pd.I.

After instructions from the Regional Office of the Ministry of Religion of East Java Province which required the existence of One Stop Integrated Services (PTSP) in all Ministry of Religion offices, several Madrasahs in Bondowoso Regency also started to release PTSP such as Madrasah Aliyah Negeri Bondowoso and Madrasah Tsanawiyah Negeri 2 Bondowoso. In the inauguration which was attended by H. Mudassir, SH.MM as Head of Subdivision of Administration representing the Head of the Bondowoso Regency Ministry of Religion Office, he said that with the existence of PTSP in Madrasahs it is hoped that they can provide better, clearer, smarter, faster and more precise services to students, students, parents and the community. With the release of PTSP at MIS At Taqwa Bondowoso, MIS At Taqwa became the first private Madrasah Ibtidaiyah in Bondowoso Regency to have and use the One Stop Integrated Service (PTSP) concept.

It was expressed by H. Mohammad Zakariyah, S.Pd.I as the Head of the Madrasah that the existence of PTSP at MIS At Taqwa was not for the sake of joining in, but because he as the Head of the Madrasah believes and believes that with excellent service, namely fast, precise, and in accordance with the wishes of the parents and the community so that it can further foster public trust. This is in accordance with Fandy Tjiptono's statement that there are four main elements in providing *excellence service*, namely speed, accuracy, friendliness and comfort. (Tjiptono, 2002)

One Stop Integrated Services (PTSP) at MIS At Taqwa Bondowoso is one of the Madrasah innovations with the aim of achieving good governance by providing various types of services that are available and organized in an integrated manner in one place.

Planning is important to achieve goals. (Dr. Badruddin, 2015) Based on research results, One Stop Integrated Service (PTSP) planning at MIS At Taqwa includes several processes. The first is the provision of a PTSP lobby space which aims to provide a comfortable place for the community so that they feel at home when visiting and services can run well. The PTSP lobby room is in the MIS At Taqwa Bondowoso administration room.

Second, analysis and organization of personnel. This aims to determine the capabilities of personnel in the administrative staff as PTSP officers. After a competency analysis is carried out, personnel are then determined along with their main duties and functions. There are seven personnel as PTSP MIS At Taqwa officers who are responsible for providing services which are divided into seven sections, namely personnel and correspondence, student affairs, curriculum, madrasa operators, BOS treasurer, school treasurer and general administration.

Third, analysis and fulfillment of supporting resources such as data, documents and infrastructure. The data, documents and infrastructure in question can support excellent service, such as complete data, documents available when needed, complete infrastructure and in good condition such as computers, WIFI networks, printers, scanners, photocopiers and so on. Supporting resources such as the availability of data

and documents, the reliability of infrastructure is not the main thing, but it is an important thing to pay attention to so that services can run effectively and efficiently.

The Head of the Madrasah, Mr. H. Mohammad Zakariyah, S.Pd.I, revealed that the PTSP at MIS At Taqwa is the madrasah's kitchen where there are spices needed by the madrasah. So when the community or parents come to need something, everything must be there and available, personnel must also be ready and professional. Based on this, PTSP is planned in such a way as to improve the quality of services at MIS At Taqwa so that people can feel satisfaction when visiting and their desires and needs can be met, of course with excellent service.

### **Implementation of One Stop Integrated Services (PTSP) in Improving Service Quality at MIS At Taqwa Bondowoso**

Based on the concept, the One Stop Integrated Service (PTSP) MIS At Taqwa is located and centered in the administrative staff room. Services are open on active days Monday to Thursday 06.20 WIB to 13.40 WIB, Friday 06.20 WIB to 10.30 WIB, Saturday 06.20 WIB to 11.20 WIB.

MIS At Taqwa's One Stop Integrated Service (PTSP) is divided into seven services. One instructional personnel is under the Deputy Head of the Madrasah and is responsible for one service with the facilities of one set of computers with WIFI network and printer. Based on the research results, the seven services include: First, personnel and correspondence services. Personnel services are special services for MIS At Taqwa employees such as employee document archives, document legalization, employee attendance, services for teachers receiving certification and incentives, and SIMPATIKA services (Ministry of Religion Educator and Education Personnel Management Information System). Meanwhile, the correspondence service provides services related to correspondence, for example active student certificates, recommendation letters, notification letters to student parents regarding madrasa activities, student transfer letters and so on.

Secondly, student services are services related to students such as student extracurricular activities, daily attendance and tardiness of students, competitions or olympiads. Third, curriculum services relate to curriculum management and services for collecting student diplomas and student reports. Fourth, madrasa operators are tasked with managing various related applications with student data And supports madrasa management such as EMIS, PDUM, ERKAM, Verval PD, PIP, EDM and others.

Fifth, financial services are divided into two, namely the BOS treasurer in charge of managing School Operational Assistance (BOS) funds and consumable infrastructure services such as office stationery; The madrasa treasurer is responsible for financial services such as tuition fees and re-registration. Lastly, general administration is tasked with being a photocopy operator, infaq fund manager and other general administration.

All forms of services are accepted in the administrative room as the PTSP center. Then it will be served by personnel according to their duties and functions. If approval from the Madrasah Principal is required, the officer concerned will approach the Madrasah Principal to request approval. After approved, officer will do validation And deliver required documents \_ to public or customer .

Based on results research, implementation of PTSP in MIS At Taqwa so far This has walk with good, effective And efficient. However sometimes Still There is a number of obstacles experienced \_ in the service process, for example on service curriculum ie taking diplomas, some guardian student Not yet finish affairs administration to be condition taking certificate; service letter letter, when There is guardian students in need letter information student active However only mention Name the front just or forget with the class. Example constraint on is common obstacles \_ happen in service everyday, however PTSP officers are ready help And will serve with friendly, precise service \_ And fast.

### **Evaluation One Stop Integrated Service (PTSP) in Improving Service Quality at MIS At Taqwa Bondowoso**

Evaluation One Stop Integrated Service (PTSP) at MIS At Taqwa done every three

month very . Evaluation aim For measure achievement goals that have been formulated , in matter This ie quality service \_ and prime. Evaluation done in form meeting led evaluation \_ direct by Head of Madrasah and followed all over PTSP officer .

In meeting evaluation will work program discussed every service , how? development , what? there is constraint , if There is so will discussed And searching for the solution together . In meeting evaluation Head of Madrasah too will give Spirit And motivation Work For PTSP officers use give quality service \_ to public .

There is a number of evaluation at a time as step development For One Stop Integrated Services (PTSP) at MIS At Taqwa , including : 1) place more service \_ wide And comfortable so that Can done a number of service in a day in a way simultaneously , 2) maintenance means infrastructure PTSP supports such as printers and machine vulnerable photocopy \_ damaged And Can become obstacle in serve community , 3) guidance technical for PTSP officer .

## CONCLUSION

Based on results study can concluded that management Service Integrated One Door (PTSP) inside increase quality services at MIS At Taqwa Bondowoso includes : planning process form procurement room PTSP lobbying , analysis And organizing personnel , analysis And fulfillment source Power supporter ; implementation process One Stop Integrated Service (PTSP) divided become seven service that is service staffing And letter correspondence , service student affairs , service curriculum , madrasa operator services , services divided finances \_ become two that is BOS treasurer and madrasa treasurer , as well service administration general ; evaluation process carried out every three month very in form meeting led evaluation \_ by Head master.

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