EXCELLENT SERVICE: THE ROLE OF LEARNING MANAGEMENT SYSTEM IN IMPROVING THE QUALITY OF EDUCATION IN MADRASAH

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Abstract:

This research aims to examine the application of the "Service Excellent" concept through the utilization of the Quipper School platform to enhance the quality of education at Madrasah Aliyah Nurul Jadid. The study is grounded in the effectiveness of the Quipper School platform as a strategy for improving education quality in Madrasah Aliyah Nurul Jadid. The primary focus of the research is on engaging learning experiences through a Learning Management System (LMS), with the findings indicating a positive contribution to the quality of education. To uncover these aspects, the researcher employed a qualitative approach with a case study design. The data collection process involved observation, in-depth interviews, and documentation. Miles and Huberman's data analysis technique, comprising data reduction, data display, and verification, was applied. The research reveals that the implementation of the "Service Excellent" concept through the Quipper School platform at Madrasah Aliyah Nurul Jadid has successfully improved the quality of education, particularly in three aspects: 1) Engaging and innovative learning, 2) Collaboration and communication, 3) Monitoring and evaluating student progress.

Keywords: *Education Quality, Learning Management System (LMS)*

INTRODUCTION

Education in the contemporary era demands the adoption of technological breakthroughs to enhance the quality and relevance of learning, requiring the education sector to continually adapt to technological advancements in the effort to improve education quality (Agustian & Salsabila, 2021). Based on the evaluation results by the National Accreditation Board (BAN) for the academic year 2022, only 65.8% of madrasahs are accredited with A and B grades. This indicates that there are still many madrasahs that do not meet the standards of education quality (Dirgantari & Sudaryanto, 2023). One of the factors influencing education quality in madrasahs is the quality of educational services. Continuous improvement in service quality indicates that an institution is committed to maximizing educational quality improvement to provide services that gain public trust (Susetyo et al., 2022) Quality educational services can offer an optimal learning experience for students, enabling them to achieve maximum learning outcomes.

Improving education quality is no longer just a necessity but has become an urgent need to produce a generation knowledgeable not only in academic subjects but also grounded in moral and spiritual values. This poses a challenge for some madrasahs. The competition demands madrasahs to continually enhance and maintain their quality. Technological competency is one of the pedagogical skills that teachers must possess. By mastering educational technology, teachers can have complex teaching abilities involving all components of education (Abd. Khalid Hs. Pandipa, 2019). The integration

of educational technology in learning is seen as a solution to improve education quality (Ajizah & Munawir, 2021). Additionally, society tends to show interest in schools offering both general and religious education (Hayudiyani et al., 2020).

Madrasah Aliyah Nurul Jadid, rooted in Islamic values and located in Paiton Probolinggo, cannot ignore the dynamics of this era. MA Nurul Jadid is committed to advancing education quality by adopting information technology because it is an institution dedicated to providing high-quality education with excellence in both academic and non-academic fields. In responding to this challenge, the concept of "Service Excellence" becomes crucial. Thus, Madrasah Aliyah Nurul Jadid needs to consider how the implementation of the Learning Management System (LMS) can be key to realizing excellent educational services.

esearch on the Learning Management System (LMS) has been conducted by various researchers. For example, Amora & Fearnley, (2020) found that the quality of the system and self-efficacy significantly influences perceived benefits, indirectly affecting attitudes toward technology and behavioral intentions. Bradley, (2020) argued that the use of LMS helps maintain autonomy, enthusiasm, and student motivation. Therefore, stakeholders in the education sector should seek scholarly studies to support their contributions to the Learning Management System (LMS) platform. Furqon, Sinaga, Liliasari, dan Riza, (2023) discovered that overall, the utilization of the Learning Management System (LMS) has a beneficial effect on academic performance among students and fosters a positive perception of LMS in educational efforts. Fakhruddin, Putri, Rizqi, Tanzilla, Annisa, Khalda, (2022) also provided insights that the Learning Management System has many positive influences on conditioning the teaching and learning environment, making it effective in distance learning.

Research on education quality management has also been conducted by various researchers, including Kuntoro, (2019) who emphasized that Islamic Education Quality Management is a way to improve quality based on the institution itself by applying a series of methods. Hasnadi, (2021) stated that all aspects of education quality management should be oriented toward the education management system. Deraman, Pabbajah, Widyanti, (2022) juga mengatakan bahwa implementasi sistem manajemen mutu pendidikan argued that the implementation of education quality management systems needs to enhance the professional management of educational institutions to face the changing challenges in education. In another context, Sukamta, Arief, Subiyanto, Andrasto, Ekarini, Firdaus, dan Rifaldi, (2020) proposed that the improvement of education quality can be achieved through e-learning, which depends on distance and time for implementation, necessitating the use of a learning management system.

Considering the above studies, the researcher is interested in examining the role of the learning management system in achieving service excellence to enhance education quality at Madrasah Aliyah Nurul Jadid. The concept of "service excellence" originates from the business world, emphasizing the importance of providing the best service to customers to attract them. The innovation in this study lies in how the implementation of the "service excellent" concept through the Learning Management System (LMS) can facilitate social interaction and collaboration among students, teachers, and parents in the madrasah context. This is expected to improve overall education quality, with students receiving better services, teachers getting better support, and parents receiving more information, ultimately impacting the quality of learning and student outcomes.

Based on the observations conducted by the researcher, Madrasah Aliyah Nurul Jadid, as an educational institution that significantly contributes to student development, needs to enhance its education quality. The goal of this research is to analyze the extent to which Madrasah Aliyah Nurul Jadid improves student learning outcomes through the use of the Learning Management System (LMS) and its contribution to the enhancement of education quality at MA Nurul Jadid. This includes evaluating the effectiveness of LMS in improving student learning outcomes.

RESEARCH METHODS

Peneliti ini menggunakan pendekatan kualitatif dengan jenis studi kasus yang bertujuan untuk memahami dan menganalisis tentang peran Learning Management System (LMS) terhadap mutu Lembaga Pendidikan. Fokus studi kasus adalah spesifikasi kasus dalam suatu kejadian baik itu yang mencakup individu, kelompok budaya ataupun suatu potret kehidupan. Dengan tujuan untuk mendapatkan wawasan mendalam tentang peran LMS dalam mengelola sumber daya manusia lembaga Pendidikan. Dengan demikian, maka kasus yang menjadi focus penelitian ini adalah tata Kelola sumber daya manusia kepala madrasah, wakil kepala bidang kurikulum, komite madrasah, dan guru. Dalam prosesnya, informan dipilih berdasarkan Teknik purposive sampling yang dilanjutkan dengan Teknik snowball sampling. Dengan demikian, informan yang dipilih oleh orang-orang yang yang mempunyai pengetahuan dan pengalaman yang cukup terkait penelitian karena alasan peneliti dalam tulisan ini ditujukan kepada bagaimana Learning Management System (LMS) memfasilitasi service excellent sehingga dengan demikian madrasah dapat memfasilitasi interaksi sosial dan kolaborasi antara siswa, guru, dan orang tua dalam konteks madrasah sehingga dapat meningkatkan mutu madrasah.

Peneliti bertindak sebagai key instrument yang bertugas mengumpulkan, mengolah, dan menganalisi data. Pengumpulan data dilakukan dengan Teknik observasi yang terinci untuk memahami konteks secara mendalam. indepth interview untuk menggali pemahaman yang lebih luas, dan dokumentasi komprehensif untuk mencatat secara sistematis informasi yang relevan. Data yang telah terkumpul melalui proses tersebut secara simultan juga dianalisis dengan Teknik analisis data (Miles M, Huberman A, Saldana J, 2014), yang terdiri dari kondensasi data dengan survei kepuasan pengguna LMS pada guru dan murid, diplay data dengan diagram yang peneliti buat dari hasil kondensasi data, dan terakhir adalah verifikasi yaitu dengan cara konsultasi terhadap kepala sekolah untuk memastikan kebenaran data. Pengecekan keabsahan data dilakukan melalui perpanjangan keikutsertaan, ketekunan pengamatan, dan triangulasi untuk memastikan bahwa data yang diperoleh dapat diandalkan dan mencerminkan realitas yang sebenarnya di lapangan.

RESULTS AND DISCUSSION

The results of the field research indicate that in improving the quality of education at Madrasah Aliyah Nurul Jadid, the head of the madrasah applies the concept of "Service Excellence" through the utilization of the Quipper School platform, enabling the madrasah to play a crucial role in enhancing the quality of education at MA Nurul Jadid.

Engaging Learning

The research findings show that the Learning Management System (LMS) provides highly engaging learning experiences for students. The implementation of LMS at MA Nurul Jadid makes the learning process more effective and efficient. In line with this, Ustadah Farhah expressed, *"Teachers at MANJ feel greatly assisted with the presence of LMS. The teachers become very enthusiastic about teaching when students are also enthusiastic and interested in the subject because the learning is not monotonous, following the lecture model where students only listen and it ends with questions. Students won't ask questions if the learning is very boring. Consequently, the teachers would also be reluctant to enter the classroom. That's why the teachers at MANJ feel happy and greatly assisted with the existence of LMS. Additionally, with the features available in the LMS. There is integration of various content such as video, audio, images, and text. Also, because there is a discussion forum that can create a dynamic learning environment"* (Farhah, 2024).

Based on the above explanation, it is understood that in the effort to provide excellent service, MA Nurul Jadid is committed to continually improving the quality of its education. The approach taken by MA Nurul Jadid is through the implementation of LMS in classroom learning. LMS is not merely a technological tool but has a significant impact on the enthusiasm and participation of students, which, in turn, motivates teachers to be more enthusiastic in their teaching. MA Nurul Jadid can keep students

away from boredom through engaging and non-monotonous learning, unlike traditional lecture-style teaching that is characteristic of pesantren. Teachers at MA Nurul Jadid feel greatly assisted in teaching with the various features provided by LMS, such as video, audio, images, and text. This sparks interest, making students more enthusiastic about learning. The use of this technology enables teachers to provide diverse and engaging learning experiences, such as video and listening learning content available in the LMS features. Expressions also indicate that teachers are happy and motivated. This demonstrates that LMS has a positive impact on teacher attendance and enthusiasm for teaching. With this engaging learning approach, students quickly grasp the learning material, making the LMS platform a space for interaction between teachers and students.

Therefore, it can be collectively understood that in the effort to improve services, MA Nurul Jadid has successfully created engaging and innovative learning through the implementation of Learning Management System (LMS). This aligns with what Ali & Hasanah, (2021) stated that the development of LMS and user training enables schools to innovate in addressing learning challenges, ultimately leading to the improvement of education quality (Shidik et al., 2021). The concept of new and innovative-efficient learning, such as Learning Management System (LMS), is an effort for the enhancement of education quality. Its positive impact is evident in several improvements: First, student enthusiasm, expressed through the excitement displayed by participants during video-based learning (Agusta, 2023), (Agusta, 2023). Second, teacher participation in monitoring and assigning tasks (Hermansyah et al., 2020), Third, the overall improvement in the quality of learning, becoming an attractive alternative for enhancing education (Hidayat et al., 2023). Thus, LMS becomes an interactive platform that facilitates an education process oriented towards excellence.

Collaboration and Communication

One of the goals of implementing LMS at MA Nurul Jadid is to enable students and teachers to collaborate and communicate effectively, creating an efficient learning environment. *"At MA Nurul Jadid, the use of Learning Management System (LMS) was introduced two years ago to enhance collaboration and communication in education. LMS facilitates collaborative learning with features such as discussions, strengthens teacher-student communication, and provides immediate feedback in the form of grades that appear right after completion. With LMS, student participation has increased, creating a dynamic learning atmosphere as students can instantly correct mistakes in their assignments. Despite the adaptation challenges, the training and technical support conducted by MA Nurul Jadid have helped overcome them. MA Nurul Jadid is committed to continuing technology use, seeing it as an integral part of efforts to provide quality education and prepare students for a dynamic future."* (Farhah, 2024).

Interview results with one of the teachers indicate that the LMS platform has features that serve as a collaborative and communicative space between teachers and students, teachers and teachers, and others, enabling MA Nurul Jadid to collaborate with other institutions, universities, and organizations. LMS provides an opportunity for students to collaborate in a virtual environment. For example, using discussion features to explore specific topics, allowing students to share ideas and understanding. Additionally, LMS allows more structured and effective communication. Teachers at MA Nurul Jadid can provide immediate feedback on student assignments, even involving parents in monitoring their children's progress.

MA Nurul Jadid has seen a significant increase in student participation in discussions, opinion exchange, and group projects. This creates a dynamic learning atmosphere and motivates students to contribute more. Although some students and teachers needed time to adapt to LMS, MA Nurul Jadid provided thorough training and technical support, enabling them to overcome challenges. According to some teachers, technology is rapidly evolving, and they are aware of it, committing to continually update and improve the use of LMS and other technologies. This technology is an integral part

of MA Nurul Jadid's efforts to provide quality education and prepare students for a changing world.

Technology allows teachers to connect and collaborate virtually (Sholeh & Efendi, 2023). Technology and education have great potential to enhance the quality of learning by creating space for rich idea exchange, improving student understanding, and stimulating in-depth discussions (Djufri et al., 2023). Technology-based education, such as learning management systems, allows various education stakeholders to utilize provided features (Andini Lubis et al., 2023). Features like LMS collaboration can create a virtual space for collaboration among education community members, ultimately contributing positively to school education quality development (SURADNYA, 2021). Communication is the process of conveying and exchanging ideas, thoughts, information, and feelings among more than one individual (Hikmawati et al., 2020). Structured and effective communication creates transparency in learning and parental involvement (Yusmina et al., 2022). Therefore, it is clear that teachers and all stakeholders must ensure communication in the madrasah (Mukhid, 2023). This enables schools or madrasahs to create a dynamic learning atmosphere and boost student motivation (Lailiyah & Imami, 2023). School principals must support staff and students to optimize the use of technology, an integral role in providing quality education (Marselina, 2023). Quality education is a form of effort to prepare students for a changing world (Wardono et al., 2023).

Monitoring and Evaluation of Student Progress

The monitoring conducted by MA Nurul Jadid is effective with the assistance of the implementation of LMS at MA Nurul Jadid, which can track the individual progress of students over time. This aligns with what Ustadah Farhah conveyed, stating that *"the use of Learning Management System (LMS) at MA Nurul Jadid aims to make monitoring and evaluation of student progress more effective. LMS enables real-time access to students' activities and learning outcomes, providing accurate data such as exam scores, assignments, and student participation. Student progress evaluation is conducted through various LMS features, and parents or guardians can be involved. The main benefits include real-time monitoring and measurable data for identification in areas of development. MA Nurul Jadid is committed to continually improving student progress monitoring and evaluation through updates, training, and exploration of new technologies"* (Farhah, 2024).

The interview results indicate that, through LMS, student monitoring can be more effective, showing that LMS provides infrastructure accessible by teachers to access individual student data, such as assessments, assignments, and participation in discussions. MA Nurul Jadid can provide prompt feedback or rewards, allowing the madrasah to respond to learning needs more effectively. All teachers at MA Nurul Jadid can access various data, including exam scores, assignments, and student participation in online forums or discussions. Thus, student progress can be tracked over time. Furthermore, to enhance student learning motivation, MA Nurul Jadid provides access to parents or guardians to view their children's academic progress. This is expected to create transparency and enable parents to actively engage in supporting their children's learning, aligning with Ustadah Farhah's statement.

Research results illustrate that teachers can present interactive learning materials, assign tasks, and monitor and evaluate student progress more efficiently. In the pursuit of excellent service, MA Nurul Jadid effectively utilizes LMS because technology-based learning provides better education. LMS allows teachers to create online quizzes and assignments, enabling students to submit tasks digitally. This means that teachers can upload new learning materials and subsequently assess the students' learning outcomes at MA Nurul Jadid. One of the benefits of implementing LMS is real-time monitoring, providing accurate and measurable data to identify areas needing improvement and development in teaching methods. MA Nurul Jadid continues to update and train its teaching staff to maximize the potential of LMS in delivering high-quality teaching methods.

The process of monitoring and assessing progress and the success of an educational activity is an effort to improve the quality of education (Triantoro, 2021). By using LMS, supervisors or evaluators can observe students' learning progress and evaluate the effectiveness of the madrasah's services (Nur & Junaris, 2023). Through this service effort, the madrasah provides facilities to parents or guardians to continuously monitor their children, a strategy employed by the madrasah to provide the best service (Yusmina et al., 2022). With LMS, teachers can provide direct feedback on student activities, supporting the improvement and development of learning content. Service devices using LMS applications can enhance student engagement through direct feedback from parents' concern for their children's learning activities (Saman et al., 2022). Service quality improves with the existence of a Learning Management System (LMS) site, specifically with interactive technology-based media (Alviana et al., 2023). Continuous teacher training and strict supervision are key factors in improving service quality (Ilham et al., 2023).

CONCLUSION

Based on the research above, it can be concluded that the implementation of the "Service Excellent" concept through the utilization of the Quipper School platform at Madrasah Aliyah Nurul Jadid has successfully improved the quality of education in the madrasah. This can be observed from several aspects:

Firstly, Engaging Learning: The applied LMS at MA Nurul Jadid has successfully created engaging and innovative learning experiences for students. This is attributed to various features available in the LMS, such as video, audio, images, and text. Additionally, LMS enables teachers to provide more interactive and interesting lessons for students. Secondly, Collaboration and Communication: LMS has successfully enhanced collaboration and communication among teachers, students, and parents. This is facilitated by features that enable more structured and effective communication. Moreover, LMS allows teachers to provide direct feedback to students and involve parents in monitoring their children's learning progress. Thirdly, Monitoring and Evaluation of Progress: The LMS has effectively improved the monitoring and evaluation of student progress. This is due to the availability of accurate and measurable data accessible to teachers and parents. Thus, the madrasah can provide more precise feedback to students and parents.

Overall, the implementation of the "Service Excellent" concept through the utilization of the Quipper School platform at MA Nurul Jadid has had a positive impact on the improvement of the educational quality in the madrasah. This demonstrates that the use of technology can be an effective solution in enhancing the quality of education.

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