



## **STRATEGY FOR IMPROVING QUALITY SERVICES IN STUDENT MANAGEMENT IN MADRASAH INSTITUTIONS**

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### **Abstract:**

This research focuses on strategies to improve service quality in student management at madrasah institutions. The main objective of this study is to identify and evaluate methods and approaches that can be implemented to enhance the quality of services provided to students in madrasah. The research methods used include literature review, interviews with teaching staff and administrative personnel, and direct observation of the student management process. The results of the study indicate that the implementation of technology-based management systems, improving the competence of teaching staff through regular training, and developing varied and inclusive extracurricular programs are effective steps to enhance service quality. Additionally, active participation from students' parents in the educational process also significantly contributes to service improvement. This study concludes that integrated and sustainable strategies are essential to achieve optimal service quality improvement in student management at madrasah.

### **Keywords:**

*Improving Services, Quality, Student Management*

### **INTRODUCTION**

Quality service in student management is a crucial aspect in educational institutions, including Islamic educational institutions. Islamic educational institutions have a dual role, namely providing quality formal education while instilling religious values in their students (Fazira & Mirani, 2019). In this context, effective and quality student management determines the success of educational institutions in achieving their goals.

Quality services in student management cover various aspects ranging from planning, implementation, to evaluation of student programs. This involves various parties, including teachers, education staff, students and parents. The main focus of this quality service is to create a conducive learning environment, facilitate the development of student potential, and shape character in accordance with Islamic values.

Improving the quality of service in student management is also closely related to the use of technology and modern management approaches. By utilizing information and communication technology, Islamic education institutions can be more effective in managing student data, designing innovative learning programs, and providing services that are responsive to the needs of students and parents (Junaedi, et al, 2024).

There are several phenomena of quality service in student management in Islamic educational institutions reflecting the various dynamics that occur in

efforts to improve the quality of education (Kawuryan, S. P., Sayuti, S. A., & Dwiningrum, 2021). Some phenomena that can be identified include; (1) Society is increasingly aware of the importance of quality education, including in Islamic educational institutions. Parents expect Islamic educational institutions to not only provide good religious knowledge, but also good academic competence. This encourages institutions to continue to improve the quality of student services. (2) Islamic education institutions are starting to integrate technology in student management, such as using a school management information system (SIS) to manage student data, track attendance, and communicate with parents. This technology helps in increasing the efficiency and effectiveness of services. (3) There is increased involvement of parents and the community in the education process. Islamic educational institutions hold various activities involving parents, such as regular meetings, seminars and workshops. This involvement is important to create synergy in supporting student development. (4) Despite various efforts to improve quality, Islamic educational institutions often face the challenge of limited resources, both in terms of qualified teaching staff and supporting facilities. This challenge requires innovative strategies and collaboration with various parties to overcome. The phenomena above show complex dynamics in efforts to improve the quality of student services in Islamic educational institutions. By understanding these phenomena, it is hoped that Islamic educational institutions can continue to innovate and provide the best service for their students.

## **RESEARCH METHODS**

This research uses a qualitative case study type method by conducting research that aims to describe the problem and carry out an analysis of the problems that occur. Researchers collected data through several stages such as; observation, observing directly at the research site. Interview, interviewing a number of informants at the research site. Observation, visiting the research site. Documentation study, analyzing documents related to research. The place of research was carried out at an institution under the auspices of the Ministry of Religion, namely one of the private Madrasah Ibtidaiyah Institutions located in Besuki, Situbondo Regency. Accuracy data was obtained from several informants who were able to inform and describe events in the field.

It can be seen that the source of information was received from five informants, including the head of the Ibtidaiyah madrasah, then the deputy head of the Ibtidaiyah madrasah, then finally the teachers as supervisors. The data analysis technique refers to the theories of Miles, Huberman and Saldana which is carried out with an initial process of data collection through observation, interviews and documentation. The second step in data condensation is selecting, focusing, simplifying, abstracting and transforming. The third step is presenting the data which means some of the information is arranged which provides the possibility of drawing conclusions. The fourth step is drawing conclusions or verifying the data studied by re-checking it with evidence that has been found in the field.

## **DISCUSSION**

### **Education Management Concept**

According to (Rahmi, A., & Zeky, 2024), educational management is the process of planning, organizing, directing and controlling educational resources to achieve educational goals effectively and efficiently. This concept covers various aspects, including student management, which is an important

component in ensuring the smooth running of the educational process.

Educational management is a process that involves planning, organizing, directing and controlling educational resources to achieve educational goals effectively and efficiently. This concept covers various aspects related to the management of educational institutions, starting from administration, teaching, learning, to relations with the community (Terry, 2021). The following are several key components in the education management concept;

**Educational Planning;** Educational planning is the process of setting goals, formulating strategies, and developing operational steps to achieve educational goals. Develop short, medium and long term plans that focus on improving the quality of education. The process involves needs analysis, priority setting, resource allocation, and evaluation. **Organizing Education;** Organizing is the process of structuring educational resources and activities to achieve predetermined goals. **Organizational Structure:** Establish an effective organizational structure, with a clear division of tasks and responsibilities. **Coordination:** Coordinating activities between sections and individuals within educational institutions to achieve harmony and synergy. **Directing (Leading);** Direction is the process of leading and motivating educational staff and students to achieve educational goals. **Leadership:** Developing an effective leadership style, whether transformational, transactional, or situational leadership. **Communication:** Building effective communication between all parties involved in the educational process, including teachers, students, parents and the community.

Direction, or leading, is one of the main functions in educational management which focuses on the process of leading and motivating educational staff and students to achieve predetermined goals. Direction includes various activities involving leadership, motivation, communication, and the development of an organizational culture that is conducive to the educational process. By implementing these leading concepts, educational institutions can create an environment that supports the achievement of educational goals. Principals and teachers who are effective in direction can inspire and motivate students and staff, build effective communication, and develop a positive organizational culture, thereby contributing to improving the overall quality of education. **Control (Controlling);** Control is the process of monitoring and evaluating the implementation of educational plans to ensure conformity with the stated objectives. Control, or controlling, is a management function that involves monitoring and evaluating the implementation of plans to ensure that the goals that have been set can be achieved effectively and efficiently. In the educational context, control includes various activities aimed at keeping the educational process on the right track, in accordance with predetermined standards.

**Curriculum Management;** Curriculum management is the management of all activities related to planning, implementing and evaluating the educational curriculum. Curriculum management is the process of managing all activities related to planning, implementing and evaluating educational curricula in educational institutions. The curriculum is a framework that determines what students must learn, how learning must be carried out, and how student learning outcomes must be evaluated. Effective curriculum management aims to ensure that the curriculum implemented can meet student needs, educational standards and community demands.

**Human Resource Management;** Human resource management includes the management of teaching and education personnel, starting from recruitment, training, to performance assessment. Human Resources Management (HR) in the educational context includes all activities related to

planning, recruiting, developing and maintaining teaching and educational staff. Effective HR management is essential to ensure that educational institutions have competent and motivated staff, capable of providing high-quality education to students. Facilities and Infrastructure Management; Facilities and infrastructure management is the management of physical facilities that support the educational process, such as school buildings, classrooms, laboratories and libraries. Facilities and infrastructure management is the process of managing physical facilities and infrastructure that support the educational process in educational institutions. Adequate facilities and infrastructure are very important to create a conducive, comfortable and safe learning environment for students and staff. Financial management; Financial management is the management of financial resources of educational institutions to support the achievement of educational goals. Financial management in educational institutions is the process of managing financial resources which includes planning, management, control and financial reporting. The main objective of financial management is to ensure that financial resources are used effectively and efficiently to support educational activities.

School and Community Relations Management; School and community relationship management is an effort to build and maintain harmonious relationships between educational institutions and the surrounding community. School and community relationship management is a strategic effort to build and maintain harmonious relationships between educational institutions and the surrounding community. Good relationships between schools and the community can increase community support and participation in various educational activities, as well as help schools achieve broader educational goals. Effective education management requires a holistic and integrated approach, where all the components above interact and support each other. By implementing good educational management, it is hoped that educational institutions can achieve optimal educational goals and produce quality graduates who are ready to face future challenges (Na'im, Z., et al, 2021).

Quality services in education are often associated with the concept of Total Quality Management (TQM). According to (Abidin, 2021), TQM in education involves continuous efforts to improve the quality of all aspects of schools, including student management. The primary goal is to meet or exceed student and parent expectations. Quality services in education refer to systematic efforts to improve the quality of education through various strategies and best practices (Fazira & Mirani, 2019). The main focus of this quality service is to ensure that all aspects of education, from the teaching and learning process to school management, meet or exceed predetermined standards. The following are several key components in quality services in education (Baharun et al., 2021);

**Figure 1; Quality Service Component**



## Student Management

Student management is one of the crucial aspects of educational management which focuses on managing students from various aspects, starting from administration, coaching, to potential development (Saiful et al., 2022). In educational institutions, especially in schools, student management is the backbone in ensuring that the educational process runs smoothly and educational goals are achieved effectively. (Mohzana, 2024) explains that student management includes all activities related to student management, starting from accepting new students, coaching, to managing student achievement and discipline. Good management is needed to create a conducive learning environment and support the development of student potential. Student management has a very important role in creating a conducive learning environment. With good management, schools can identify and meet students' needs, both academically, emotionally and socially. This is very important to ensure that every student gets the same opportunity to learn and develop according to their potential (Mulyasa, 2019).



**Figure 2 Components of Student Management**

## CONCLUSION

Quality service in student management at Islamic educational institutions is a vital element that determines the success of the educational process and the development of student character. Islamic educational institutions have a dual responsibility in integrating academic education with Islamic values, thereby producing students who are superior in knowledge and have noble morals. By means of (1) Effective student management begins with careful planning, which includes selection of new students, placement based on interests and talents, as well as planning coaching and extracurricular activities that are in accordance with the vision and mission of the institution. (2) Structured and continuous development is very important to shape students' character in accordance with Islamic values. Programs such as recitation, mentoring, and social religious activities play an important role in this formation. (3) Integration of technology in student management, such as the use of a school management information system (SIS), helps in managing student data, tracking academic progress, and effective communication between schools, students and parents. (4) Active participation of parents and the community in school activities increases support for the educational process. This can be achieved through collaborative programs, regular meetings and transparent communication. And (5) Regular evaluation of student programs and student learning outcomes is important to ensure that service quality is

maintained. Feedback from students, parents and teachers is used to make continuous improvements.

Apart from that, quality services in student management at Islamic educational institutions are a comprehensive effort that involves planning, coaching, management, evaluation and development. With a holistic and integrative approach, Islamic educational institutions can create a conducive learning environment, support students' academic and character development, and produce graduates who are knowledgeable and have noble character. Implementation of these strategies will ensure that Islamic educational institutions can meet the demands of the times while maintaining Islamic values in every aspect of their education.

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