

Service Excellence Training for YUBASU Management In order to improve services to students

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Abstract. Service Excellence Training was held with the main aim of improving the quality of service provided by the Joint Venture Foundation (YUBASU) management to the students. This training is designed comprehensively to equip administrators with the skills and knowledge needed to provide friendly, efficient and professional services.

Training activities cover various important topics, including (1) effective communication, (2) time management, (3) complaint handling, (4) and developing service attitudes and ethics. The training methodology includes lectures, group discussions, case studies, and simulations, which aim to ensure participants can understand and apply the concepts taught in real situations.

The expected results of this training are increasing the ability of YUBASU administrators to serve students better, creating a more conducive learning environment, as well as building harmonious relationships between administrators and students, increasing student satisfaction with the services provided and strengthening the positive image of YUBASU as an educational institution. who are committed to service quality.

With this Service Excellence Training, it is hoped that YUBASU can continue to develop and make a significant contribution in producing a generation of students who are superior and have character.

Keywords: service excellence, YUBASU administrators, students

1. INTRODUCTION

Excellent service (service excellence) is an important foundation for the success of organizations and businesses in various sectors. This is not only about meeting customer expectations but also exceeding them to create memorable experiences. According to Kurniadi (2018), service is basically a way of serving, helping, responding to, taking care of, and solving the needs of a person or group of people. In serving customers, companies must provide the best service so that consumers remain loyal and satisfied in using, consuming and trusting the products they use. Efforts to provide the best service can be realized by implementing excellent service that emphasizes good and coordinated abilities, attitudes, appearance, attention, actions and responsibilities. In serving customers, companies must provide the best service to maintain customer loyalty and satisfaction when using, consuming and trusting the products they use.

Smith (2020) highlights that excellent service plays an important role in building customer loyalty. Satisfactory service not only makes customers return but also recommend the business to others, which increases the customer base through word of mouth marketing.

2. THEORETICAL REVIEW

According to Solikin (2011), excellent service is "the ability to anticipate, recognize and fulfill customer expectations". Excellent service is the best service. According to Rahmayanty (2010) excellent service is: a) Service that is very good and exceeds customer expectations. b) Services that are characterized by quality. c) Service with high quality standards and always following developments in customer needs at all times, consistently and accurately (reliably). d) Services

that meet customers' practical and emotional needs. Based on several expert opinions regarding excellent service, it can be concluded that excellent service is service that is able to provide advantages beyond expectations.

The aim of this excellent service is only one, namely to make customers satisfied so that they can increase other aspects such as sales, profits, etc.

According to Barata in Silvia, developing a culture of excellent service into 6, namely: ability, attitude, appearance, attention, action, responsibility.

According to Valerie and Zeithaml in Daryanto and Setyobudi (2014), there are 2 dimensions for measuring customer satisfaction, namely desired service and adequate service. a) Desired Service Desired service is a service that is expected to be received in the form of a customer response before receiving the service.

Catherine DeVrye in Setiyono said that there are 7 dimensions so that service can be said to be successful, namely: Self Esteem (giving satisfaction to yourself) Vision (vision)

Recover (reach/get back up), Improve (make improvements). Care (giving attention), Empower (empowering), Exceed Expectations (exceeding consumer expectations)

According to Zeithaml, Parassuraman & Berry (in Hardiyansyah, 2019), service quality can be assessed based on five dimensions which include physical evidence (tangibles), reliability, responsiveness, assurance and empathy.

Valerie and Zeithaml in Daryanto and Setyobudi (2014) state that "Desired service is the level of service that is expected to be obtained and is a combination of what consumers think can be done and should be done". b) Services that are considered sufficient. Service that is considered adequate (Adequate Service) is service that is acceptable enough in the form of customer responses after receiving the service. According to Zeithaml in Tjiptono and Candra (2016), adequate service is "the lower level of expectation in the threshold of product or service performance that can be accepted by customers". Adequate service is influenced by emergencies, availability of alternatives, degree of involvement.

b. Social Competence

Social competence is a teacher's ability to communicate and socialize effectively with students, fellow educators, education staff, parents/guardians of students, and the surrounding community (Farida Sarimaya, 2008).

Social competence at least has the competence to:

- a) Communicate verbally, in writing and by signs.
- b) Using information and communication technology functionally.
- c) Mingle effectively with students, fellow educators, education staff, parents/guardians of students.
- d) Mingle politely with the surrounding community.

In this social competency there are sub-competencies, including: a teacher must be able to interact effectively with students, be able to interact effectively with educators and other educational staff, and finally be able to communicate effectively with parents/guardians of students and the surrounding community. (Kunandar, 2007).

Someone who has social intelligence understands how to establish good communication with other people, even those with various backgrounds. This is reinforced by the research results of Dong, Koper and Collaco (2008) which show that social intelligence is significantly related to intercultural communication sensitivity. Other studies show that socially intelligent leaders excel in terms of performance, engagement, productivity and company profits.

Leaders' social intelligence focuses on people, motivating them to achieve higher performance and helping them develop their greatest potential (Murray & Fortinberry, 2010). The results of research by Hooda, Sharma and Yadava (2009) entitled Social Intelligence as a Predictor of Positive Psychological Health show that most dimensions of social intelligence have a

significant relationship with dimensions of psychological health. The results of this research further strengthen social intelligence in an important position in a person and therefore in his writing, Buzan (2007) suggests that social intelligence be possessed by all people who have activities to meet other people such as receptionists, teachers, doctors, social workers, hotel employees, even anyone who in their daily activities has to come into contact with other people.

3. IMPLEMENTATION METHOD

The implementation of this community service activity uses methods in the form of lectures (presentations) on service excellence material, skills training, and mentoring, demonstrations, questions and answers, practice, and mentoring.

The basic things obtained from the management to improve excellent service are the needs of the administrators who want to take part in this activity to improve excellent service, namely the basic principles of service to consumers, in this case the students.

This activity is important to maintain and ensure the effectiveness of the training process that will be carried out. Selection of training methods and strategies. Among the several methods and strategies used are lectures, discussions, questions and answers, practice and case studies as well as providing testimonials. Submitting several cases of excellent service is used to open up alternative ideas for administrators in understanding service and completing things that have not been accommodated by the two methods above.

At the final session of the training, all administrators involved in this training activity were included to discuss any potential obstacles that could be followed up after the training. When problems are found that are obstacles or problems that arise which the management cannot immediately resolve, they will become material for study and input for the foundation management, the board of trustees, the expert board and the supervisory board to be able to follow up on things that are problems in the activities. organization every day.

4. RESULTS AND DISCUSSION

The results of training activities carried out for YUBASU administrators are in accordance with the implementation method, namely:

- a. Sharing information from all levels of management regarding what matters are needed to improve the services that will be provided to students.
- b. The preparation that is carried out before the presentation is to make slides in PowerPoint form which will later be used as presentation material.
- c. Make a presentation to all levels of YUBASU management where all participants look enthusiastic about taking part in this training. This is because some of the administrators do not come from a special management background in service management. Most of them have an Islamic religious education background. So taking part in this training is something new for YUBASU administrators

After following this training you can see that:

- a. There is an understanding of the meaning of service excellence for administrators who have never received this material.
- b. Increased enthusiasm from participants and increased understanding of competence in providing services to students.



5. CONCLUSIONS AND RECOMMENDATIONS

The conclusion describes the answer to the purpose of carrying out community service activities. The YUBASU management consists of personnel who do not have a special management background in service management who can understand how important the excellent service that will be provided to students as consumers of YUBASU is.

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