

IMPROVING THE QUALITY OF SERVICE HIGH SMP ISLAM AN-NIDHOMIYAH (SMP-IA) APPROACH TO SERVICE QUALITY (SERVQUAL) AND QUALITY FUNCTION DEPLOYMENT (QFD)

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ABSTRACTS

In the current era, the courage to advance education agency that provides services to bloom everywhere. Therefore, the results of the survey interviews that have been conducted on the entire junior high school students-IA, there are some complaints that lack of infrastructure, lack of exercise tools, the lack of tools lab, at least extracurricular activities, lack of books that are in library, Less strictly speaking teachers BK / BP in cracking down on students, and no Wifi internet. The method used to measure the quality of service is a method Service Quality (servqual) and Quality Function Deployment (QFD). Servqual used to look at the gap between customer expectations and perceptions. While the proposal for the improvement of services improvements will be processed using QFD. Based on the final results of this study obtained the order of priority improvements in SMP-IA include: 1.) Provide a means of internet and Wifi Hotspot, 2.) Completing the necessary equipment in the infirmary, 3) Expanding the room plus a cafeteria with tables and chairs, 4.) establish a schedule and coach in extracurricular, 5.) Shortening administrative processes are too entangled in the bush.

Keywords: Customer Satisfaction, Education institutions, Servqual, and QFD

INTRODUCTION

Islamic Junior High School An-Nidhomiyah (SMP-IA) is a school-based private boarding schools in Pamekasan. In carrying out their duties and functions, SMP-IA Pamekasan aimed at creating students who excel in performance, environmental friendliness based on faith, devotion and good moral. Therefore, the quality of services performed SMP-IA Pamekasan must be improved by meeting the desire of the students to be able to survive and provide satisfactory service. But in fact, the service provided by the junior high school-IA is not optimal. To overcome this, the principal of SMP-IA desperately need information about the quality of education services to students, the needs of students, student expectations and what steps are needed to improve the quality of education services in SMP-IA.

To plan for improving the quality of education in junior high school-IA Pamekasan their students used method of Quality Function Deployment (QFD). However, prior to this QFD method, the need for measurement of customer satisfaction (students) using Service Quality (servqual). By looking at the limitations contained in the servqual enable their integration and advanced steps so as to produce the results of objective and realistic to implement. Therefore, in this study servqual and QFD method is used to design strategies to improve the quality of service in high school-IA Pamekasan



METHODOLOGY

<u>Servqual (Service Quality)</u>

As according Tjiptono (2006) Quality of service is the expected level of excellence and control the level of excellence to meet customer desires. The gap calculation formula is:

GAP = Skor Persepsi – Skor Harapan

This score will show the value of the quality of service or value servqual. After all gaps are known, then the need for affirmation of a concept to determine the category of the attribute

Importance – Performance Analysis (IPA)

IPA approach recognizes satisfaction as a function of two components: the importance of the products or services to clients and business performance in providing that service or product (Martilla and James, 1977). Calculations to determine the coordinates of X and Y in the IPA are as follows

 $\frac{\text{Total value of the average expectation}}{\text{Number of items}} = \text{Cutting the Y axis}$

<u>Total value of the average performance</u> = Cutting the X axis Number of items



Figure 1. Importance-Performance- Matrix (Martilla & James, 1977)

IPA selected attributes of the model in the category quadrant to the next quest best efforts through QFD.



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<u>OFD</u> (Quality Function Deployment)

QFD is a methodology to translate the needs and desires of consumers into a product design that has the technical requirements and characteristics of a certain quality (Akao, 1991). In studies using QFD tool used in the matrix-shaped structure is a house called home quality (House of Quality).



Figure 2. *House of Quality* (Cohen, 1995)

In the House of Quality There are six sections, as described above picture, namely: **Part A**, namely: the matrix needs of the customer / customer needs and benefits of this matrix contains the needs of consumers who are often called the voice of customers.

Part B, namely: Matrix planning / planning matrix is a tool that is able to translate the needs of consumers

Part C, the Matrix Technical characteristics / substitute quality characteristics of this matrix makes karakeristik technical part where the company conducts the application method possible to be realized in an effort to meet consumer needs.

Part D, the matrix relationship / relationship matrix specifies VOC relationship with SQC and then translate that into a value that said the strength of the relationship (impact).

Part E, the correlation matrix of technical characteristics / technical correlation, which provides the link between the technical requirements of the other technical requirements contained in section C.

Section F is technically Matrix This matrix contains three types of information, namely:

- The contribution of the technical characteristics to the performance of the product or service as a whole. This contribution to rank obtained by technical characteristics, based on the weight of the interests and needs of customers in parts B and the relationship between the technical characteristics and customer needs on the part
- 2. Target for SQA expressed as a measure of performance of the functions of SQC, who will be the target of development activities

RESULTS AND DISCUSSION

Based on calculations servqual, it can be obtained the value gap / gap (difference) from the average value perceptions and expectations ditunjjukkan in the following table:



NO	Atribut Layanan	Rata2 Nilai Persepsi Pelanggan	Rata2 Nilai Harapan Pelanggan	GAP
1	Kebersihan pada Lingkungan Sekolah	3.73	3.66	0.07
2	Tersedianya fasilitas Toilet yang mencukupi	2.96	2.96	0.00
3	ketersediaan lapangan olahraga	1.67	3.42	-1.75
4	ketersediaan laboratorium komputer	2.43	3.35	-0.92
5	ketersediaan alat-alat olahraga	2.33	3.57	-1.24
6	ketersediaan alat-alat praktikum	3.87	-0.96	
7	Tersedianya jumlah tenaga pengajar yang memadai	3.04	3.11	-0.07
8	Lokasi Sekolah strategis (Adanya transportasi umum)	2.64	-0.37	
9	Tersedianya sarana parkir kendaraan yang memadai	4.00	-1.58	
10	Adanya ekstrakurikuler sekolah	3.13	3.18	-0.05
11	Tersedianya buku-buku perpustakaan	2.99	4.10	-1.11
12	Sarana Wifi internet di sekolah	1.95	4.41	-2.46
13	Sarana fasilitas ruang kelas	2.94	3.05	-0.11
14	Ketersediaan Koperasi Sekolah	2.83	2.63	0.21
15	Ketersediaan Kantin Sekolah	2.48	4.29	-1.81
16	Sarana Aula sekolah	2.91	3.10	-0.19
17	Sarana Masjid (Tempat Beribadah	3.85	3.83	0.02
18	Sarana Fasilitas UKS	2.56	4.19	-1.63
19	Pelayanan administrasi tidak berbelit-belit	2.39	4.38	-1.99
20	Guru yang kompeten dalam mengajar	3.17	4.11	-0.94
21	Pelayanan bimbingan tambahan gratis	3.21	4.14	-0.93
22	Kedisplinan jadwal waktu pelajaran sekolah	3.07	4.01	-0.94
23	ektrakurikuler yang kompeten	2.64	4.31	-1.68
24	Kecepatan, ketanggapan tenaga medis UKS	2.35	4.34	-1.99
25	Staf TU memberikan informasi yang jelas dan mudah dimengerti	2.43	4.12	-1.69
26	Staf BP yang tegas dalam kedisiplinan	2.44	3.98	-1.54
27	Guru pengajar selalu terbuka jika ada pertanyaan meskipun di luar	3.26	4.18	-0.91
28	Siswa merasa aman dan nyaman atas pelayanan dari pihak Sekolah	3.22	4.05	-0.83
29	Jaminan siswa berprestasi sesuai dengan bidang minat masing-masing	2.94	3.04	-0.10
30	Jaminan keamanan lingkungan sekolah	3.06	3.02	0.04
31	Kesabaran TU menangani siswa	2.66	2.89	-0.24
<u> </u>	Melavani semua siswa dengan sama dan adil	2.00	2.05	0.2 .
32	(Tidak membedakan status sosial: kaya, miskin, tua, dan muda)	3.41	3.33	0.08
33	Kesabaran BP dalam menangani siswa bermasalah	2.50	2.71	-0.21

Table 1, Gaps Attributes Quality of service in the Junior-I Pamekasan

In table 1 above can be seen that almost all of the attributes of service quality has a negative gap. This shows that the satisfaction of the quality of service received by the students of SMP-IA is lower than the expectations of the students. Based on these results, the school SMP-IA should improve again the quality of its services, especially on attributes that have a high gap.

The next step is to calculate the average level of reality / perception and expectation for all attributes by using the formula score gap. By using this equation, the obtained point of intersection between the perception / reality students with student expectations, namely:



\dot{X} = 2,792 and \dot{Y} = 3,568

Of the average value of the level of reality / perception and expectation are obtained and then made a Cartesian diagram shown in Figure 3.



From the results obtained above IPA attributes that are in quadrant I. The attributes included in the first quadrant is based on the highest negative gap sequence is as follows: Table 2 Results of the attributes of the model IPA

Table 2 Results of the attributes of the model II A									
Atribut	Customer needs	Gap	Ranking						
12	Sarana Wifi internet di sekolah	2.46	1						
19	Pelayanan administrasi tidak berbelit-belit	1.99	2						
24	Kecepatan, ketanggapan tenaga medis UKS	1.99	3						
15	Ketersediaan Kantin Sekolah	1.81	4						
25	Staf TU memberikan informasi yang jelas dan mudah dimengerti	1.69	5						
23	ektrakurikuler yang kompeten	1.68	6						
18	Sarana Fasilitas UKS	1.63	7						
9	Tersedianya sarana parkir kendaraan yang memadai	1.58	8						
26	Staf BP yang tegas dalam kedisiplinan	1.54	9						

IPA selected attributes of the model in the category quadrant to the next quest best efforts through QFD. Therefore, to improve the quality of services that do not match expectations An Islamic junior high school students need to be well-Nidhomiyah used method of Quality Function Deployment (QFD).



urutan Prioritas	Percentage	Target	Staf BP yang tegas dalam Jedisiplinan	Tersediarwa sarana parkir kendaraan yanz memadai	Sarana Fasilinas UKS	estation Buller yang kompeten	Staf TU memberikan informasi yang jelas dan mudah dimenserti	Keteroediaan Kantin Sekulah	Keceroatan, Jetanosaaan tenasa medis UKS	Pelavaran administrasi tidak berbelit-belit	Sarana Wifi internet di sekolah	Customer næds	Keterangan = 0 Bobot≍9 ■ Bobot≂3 ▲ Bobot≂1						~
••	18.09%	2.63					-	-		•	•	memberi	han sarana Wifi internet d	an Ho	t p	nt		→	
v	11.30%	1.64					•			•		memperi yang terk	inghat proses administrasi alm berbelit-belit	pada	ta g	ian		0	
	7.48%	1.09							•		•	memberil UKS tent sahit	nemberikan pelatikan dan training pada penjag JKS tentang prosedur pelayanan bepadas is wa abit					÷	\times
w	13.69%	199			•	•		•	•		-	memperh dan busi	ne mperluzi ruangan kantin dengan ditambah meja an kutsi						
۰	8.93'8	126					•			-	•	mem beri Staf I U t	nemberikan pelatikan dan training pada seluruh taf IU tentang prosedur pelayanan kepada siswa					→	
4	11.85%	1.72		•	•	•		•			•	memanta elstral m	mantap) an jadwal dan pelatih pada taù urù uler					→	
2	14.52%	211			•	•			•			me len gha	glapi peralatan yang diperlul an di UKS					0	
7	8.11%	1.18	•	0		Þ						pe na mba	nambahan tempat area parkir yang memala					→	
6	6.29%	16.0	0								•	mem beri Staf BP t) an pelatihandan training entang protedur ledit plin	pada : an 1 ep	te hi ad a	rnh Siè	u wa	0	
			-154	-1.58	-163	-1.68	-169	181	-199	-199 991	-2.46		GAP					-	1
			2.75	2.88	3.12	2.75	2.94	277	2.83	270	2.60	1	RE PENTINGAN					Kete	
			424	455	-508	403	497	500	564	-537	659-	A	djurt I mportance					= ueŝue	
			424	455	508	463	497	500	ş	537	659	Absoli	nte Adjust Importance		0	¢	•		
			30 E	411	434	431	4 38	418	429	441	400		GDAL		Respon	ĝ	R		
			6	170	5	6	8	8	83	¥	205	h	mprorment.Ratio		turun	on Teta	pon Nai	Vegatif	logitif
			120	150	150	12	8	Ś	8	8	ģ		Sales Point			Ū	~		L
			8.30	11.59	12.93	806	895	12.69	10.28	989	19.66		Raw Weight						
			80.0	211	E	8	8	B	g	B	G	djori	mahzed.Rav Weight						

Figure 4 results HOQ



From the above, we can determine the order of priority of work to be done the SMP-IA Pamekasan to improve its service. As from the school ready and will carry out the order of priority based on your quality improvement work of the results of this study.

CONCLUSIONS

Based on the results obtained from the stage of data collection and processing up to the stage of data analysis, it can be some conclusions as follows:

1. There is a gap (gap) between the values of performance and value expectations of service quality in SMP-IA Pamekasan. Of the 33 service attributes can be seen that almost all of the attributes of service quality has a negative gap. This shows that the satisfaction of the quality of service received by the students of SMP-IA is lower than the expectations of the students. Based on these results, the school SMP-IA should improve again the quality of its services, especially on attributes that have a high gap .. This shows that all the attributes necessary to get attention to process improvement and enhanced in order to satisfy the consumer. Here is the order of 5 The Gap on SMP-IA Pamekasan, among others:

ible if sequence score the siggest gup serviquit							
		Skor					
No	Atribut	gap					
1	Sarana Wifi internet di sekolah	-2.46					
2	Pelayanan administrasi tidak berbelit-belit	-1.99					
3	Kecepatan, ketanggapan tenaga medis UKS	-1.99					
4	Ketersediaan Kantin Sekolah	-1.81					
5	ketersediaan lapangan olahraga	-1.75					

Table .1 sequence score the biggest gap servqual

- 2. Based on the results of the House of Quality matrix in QFD, the strategy can be done by the management of SMP-IA in an effort to improve the quality of service in order of priority from 9 technical response is as follows:
 - a. provide a means of internet and Wifi Hotspot
 - b. completes the necessary equipment in UKS
 - c. expand the room plus a cafeteria with tables and chairs
 - d. establish a schedule and coach in extracurricular
 - e. shorten the administrative process on the part that is too convoluted
 - f. providing training and training to all staff on procedures TU services to students
 - g. the addition of a parking area
 - h. providing training and training on procedures UKS guard services to students sick.
 - i. providing training and training on all BP staff on procedures for discipline to students.

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