The Effect of Excellent Service with the A6 Concept on Student Satisfaction at SMK Negeri 7 Makassar

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Abstract. Excellent service is a service that prioritizes the interests of customers or students. Service providers must be able to provide good service quality standards that exceed the expectations of students so that the needs, desires and expectations of students are met. This study aims to determine the picture of excellent service with the A6 concept, the picture of student satisfaction, and the influence of excellent service with the A6 concept on student satisfaction at SMK Negeri 7 Makassar. This research is a quantitative research that shows cause-and-effect relationships. The sample in this study amounted to 85 students with stratified random sampling techniques. The data collection techniques used are questionnaires, observations and documentation. The data analysis techniques used in this study are descriptive statistical analysis and inferential statistical analysis. The results showed that the variables of excellent service at SMK Negeri 7 Makassar were in the very good category with indicators, namely ability, attitude, appearance, attention, action, and accountability, while the variables of student satisfaction were in the very good category with indicators of speed, accuracy, safety, friendliness, and comfort. Based on the results of the product moment correlation test, the relationship between variables is moderate. Based on the results of a simple linear regression analysis, it was concluded that there was a positive and significant influence of excellent service with the A6 concept on student satisfaction at SMK Negeri 7 Makassar. This research uses the A6 concept as the basis for excellent service to provide satisfaction to students so that the needs, desires or expectations of students are met.

Keywords: Excellent service, student, satisfaction

1. Introduction

An educational institution is an organization that produces educational services received by educational customers. The main customers of educational institutions are learners. Every educational institution is required to be able to meet the wants and needs of its students, therefore, if it wants to meet student satisfaction, an educational institution must be able to understand what students need and want or other outside communities (Inok Ahn et al., 2021; Marpaung et al., 2021; Mustafa et al., 2022). Stakeholders in carrying out educational activities must carry out their duties as well as possible and provide maximum performance so that what has been planned will be achieved so as to provide satisfactory results. Every educator and education staff in schools must have competence and meet predetermined qualifications in order to carry out their duties effectively and professionally. This competence will be proof that the workforce of educators and education personnel deserve to be given the mandate to serve in their respective fields.(Andriana, Tambe, &; Saleh, 2015; Batari, Darwis, &; Niswaty, 2018; Frances, 2016)

Educational institutions have an obligation to produce services that can meet the needs and desires of students, so that students feel satisfied with what they have obtained from school. The way that a school can do in meeting the needs and desires of students, one of which is by giving a good impression in doing excellent service to students. One of the main objectives of excellent service is student satisfaction. This satisfaction can be realized if the services provided are in accordance with the established service standards. The essence of public service is the provision of excellent service to the community which is a manifestation of the obligation of education personnel as school community servants.

Student satisfaction in receiving services will be fulfilled when what is provided by the service provider is in accordance with what they expect. Community satisfaction is the community's response to the mismatch between the level of expectations they have and the actual performance felt after utilizing public services. The positive side of student expectations shows the trust itself in the services provided by a school. (Dervish, Arhas, &; Nasrullah, 2021)

Student satisfaction with school is defined as a condition where students' expectations of a service are in accordance with the accepted reality of the service provided to students. If the service of a school is far below the expectations of students, students will be disappointed. Conversely, if the services provided meet the expectations of learners, then learners feel happy. Therefore, schools as educational institutions that serve all the educational needs of students are required to provide quality services to students in accordance with what is expected by students. Service is inseparable from public interest issues, which is the origin of the term excellent service. The development of globalization brings all agencies, educational institutions, agencies, agencies and government offices towards changes in attitudes regarding how to provide effective and efficient services. Service is an important factor in an educational institution, because service is an activity that is directly related to students who have a diversity of interests and goals.

Service is an activity that has an important role in achieving the goals of every organization/agency/educational institution. Educational institutions have the obligation to provide good services to the community in accordance with article 1 paragraph 1, namely provisions regarding the type and quality of basic education services which are mandatory government affairs that every student is entitled to at a minimum, and paragraph 2 the type of basic services is the type of service in the context of providing basic goods and or services that are entitled to be obtained by students at a minimum.Regulation of the Minister of Education and Culture of the Republic of Indonesia No. 32 of 2018 Concerning Technical Standards for Minimum Education Services

The Regulation of the Minister of Education and Culture of the Republic of Indonesia No. 32 of 2018 concerning Minimum Education Service Technical Standards affirms that the government is obliged to provide the best service to students as recipients of services in accordance with the needs of students. The service referred to here is a good, easy, fast and regular service is a mandate that must be done by service providers and service delivery. This is an effort to restore students' trust in educational institutions in providing services. Therefore, schools must provide adequate infrastructure and qualified and competent human resources as a condition for carrying out excellent service.

Students demand an increase in the quality of performance, one of which is the quality of service. Quality service or often referred to as excellent service is the best service that meets service quality standards. Excellent service is the best service provided by the company to meet the expectations and needs of customers, both customers inside the company and outside the company. Services provided to the community or service users are at least in accordance with standards so that the people served feel satisfied, or happy (Prasodjo, 2021).

SMK Negeri 7 Makassar is one of the educational institutions that provides excellent service to students in providing services in the field of education. Schools function to provide services to students in order to be able to acquire knowledge or academic abilities needed in life. The school is not only tasked with providing academic values or rankings to students, but this school also has a function to provide services and guide, educate and teach students to have better traits / behaviors. Therefore, SMK

Negeri 7 Makassar is expected to be able to provide the best service in order to provide satisfaction to students as service recipients.

This study aims to determine the picture of excellent service with the A6 concept, to find out the picture of student satisfaction, and to determine the effect of excellent service with the A6 concept on student satisfaction at SMK Negeri 7 Makassar. The hypothesis in this study is that it is suspected that excellent service with the A6 concept has a positive and significant effect on student satisfaction at SMK Negeri 7 Makassar".

2. Method

The type of research used in this study is associative research with a quantitative approach. This study aims to interpret the influence between the variables to be examined or to find out how much influence excellent service with the A6 concept has on student satisfaction at SMK Negeri 7 Makassar. The population in this study is all students at SMK Negeri 7 Makassar totaling 561 people in grades XI and XII. The sample in this study used the Slovin formula with a significance level of 10%, which is 85 students. The technique used in sampling is probability sampling with stratified random sampling techniques. Stratified random sampling is a sampling method used in populations that have a multi-layered arrangement.

This technique processes sample frames that have not previously been stratified or have not been grouped based on specific levels, high, medium, and low. Data analysis techniques in this study consist of descriptive statistics using percentage, mean and standard deviation analysis. Inferential statistics consists of normality tests, product moment correlation analysis tests, and simple linear regression analysis. The statistical tool used in analyzing the results of this study is Software Statistical Standard Solution (SPSS) version 16.

3. Results and Discussion

The results of the study include an overview of excellent service with the A6 concept, an overview of student satisfaction and an overview of the influence of excellent service with the A6 concept on student satisfaction at SMK Negeri 7 Makassar. The results of the study consisted of descriptive statistical analysis, and inferential statistical analysis.

3.1 Descriptive Statistics

Descriptive analysis in this study is to determine the general picture of excellent service and student satisfaction through the achievement of indicators, consisting of percentage, mean and standard deviation.

Overview of Excellent Service

To find out the picture of excellent service at SMK Negeri 7 Makassar, the data presented in this study is data obtained from questionnaire scores that have been distributed to 85 students who are the research sample. In the variable of excellent service, there are 6 indicators, namely ability, attitude, appearance, attention, action, and responsibility. The following are the results of a descriptive analysis of each indicator on excellent service:

Table 1: Results of Data Analysis per Excellent Service Indicator

No.	Indicators	n	N	%	Category
1	Ability	1066	1275	83,61	Excellent
2	Attitude	1090	1275	85,49	Excellent
3	Appearance	1087	1275	85,25	Excellent
4	Attention	1057	1275	82,90	Excellent
5	Action	665	850	78,24	good
6	Accountability	677	850	79,65	good
	Sum	5642	6880	82,97	Excellent

Based on the results of the questionnaire on the ability indicator in excellent service at SMK Negeri 7 Makassar is in the very good category or 83.61 percent. The percentage results show that students are very satisfied with the ability of employees or education staff in providing excellent service at SMK Negeri 7 Makassar such as the ability to provide services in accordance with procedures, the ability to be careful of administrative employees in their work and the ability of employees and teachers to provide information about services. Based on the observations that have been made by administrative employees and teachers at SMK Negeri 7 Makassar have carried out their duties in accordance with their abilities in their respective fields, the communication skills of employees and teachers have been very good in providing information about administrative services at SMK Negeri 7 Makassar so that service recipients or students understand the flow of services.

In the attitude indicator on excellent service at SMK Negeri 7 Makassar is in the very good category or 85.49 percent. The percentage results show that most respondents are very satisfied with the attitude of employees or education staff in providing excellent service at SMK Negeri 7 Makassar. Based on the results of observations that have been made, it is known that if students and guests who come to SMK Negeri 7 Makassar either in the learning process or the service process, employees and teachers always make students feel comfortable, patient and sincere in providing services and implementing the 3S culture, namely Smile Sapa Salam.

In the appearance indicator on excellent service at SMK Negeri 7 Makassar is at a very good category or 85.25 percent. The percentage results show that most respondents are very satisfied with the performance of schools and employees, teachers and education staff in providing excellent service at SMK Negeri 7 Makassar. Based on observations, it is known that school conditions such as classrooms, teachers' rooms, administrative rooms and school environments are well organized and always pay attention to school cleanliness so that students feel comfortable. Then, employees, teachers or education staff always pay attention to neatness and cleanliness in dressing in accordance with the existing dress code so that it looks neat in serving and students feel happy with the appearance of those who serve them.

In the indicator of attention on excellent service at SMK Negeri 7 Makassar is in the very good category or 82.90 percent. The percentage results showed that most respondents were very satisfied with the attention of employees and those received while at SMK Negeri 7 Makassar. Based on the observations that have been made, the attention of employees and teachers has been very good in serving students which can be seen from employees and teachers at SMK Negeri 7 Makassar always helping students in dealing with problems and complaints felt at school.

The action indicator on excellent service at SMK Negeri 7 Makassar is at a good category or 78.24 percent. The percentage results show that most respondents are satisfied with the actions taken by employees and teachers at SMK Negeri 7 Makassar in providing excellent service. Based on observations, it is known that employees and teachers at SMK Negeri 7 Makassar are fast and responsive in dealing with complaints

and problems felt by students, always ready to help and provide solutions to student problems and dexterous in serving the needs of students.

The accountability indicator for excellent service at SMK Negeri 7 Makassar is at a good category or 79.65 percent. The percentage results show that most respondents are satisfied with the responsibility of employees and teachers in providing excellent service at SMK Negeri 7 Makassar. Based on the results of observation, it is known that services at SMK Negeri 7 Makassar are regular, clear the flow of administrative service procedures, certainty in service, transparency, and without administrative costs. However, in the case of the presence of employees and teachers in their place, there are some administrative employees who are not in place during working hours. Because of this, the service process does not run according to procedures, especially during the days of graduated students who want to do file management for the needs of the next level of education or in the world of work.

Table 2: Results of Descriptive Analysis of Financial Compensation Variables (X)

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Excellent Service (X)	85	56	76	5642	66.38	4.522

Source: SPSS 16 data processing results, (2022)

Excellent service in this study is an independent or independent variable. Table 2 shows that the excellent service variable has a minimum value of 56; maximum 76; The mean value is 66.38. The standard deviation value of 4.522 where the value is smaller than the mean value, this shows that the excellent service variable with the concept of A6 is homogeneous or has the same diversity. The acquisition of data is reviewed from indicators of ability, attitude, appearance, attention , action, responsibility. And based on the results of descriptive analysis, the variable of excellent service amounted to 82.97 percent. So, it can be concluded that the variable of excellent service is in the very good category.

Overview of Student Satisfaction

To find out the picture of student satisfaction at SMK Negeri 7 Makassar, the data presented in this study is data obtained from questionnaire scores that have been distributed to 85 students who are the research sample. In the variable of student satisfaction there are 5 indicators, namely speed, accuracy, safety, friendliness, comfort. The following are the results of a descriptive analysis of each indicator on student satisfaction:

Table 3: Descriptive analysis of student satisfaction indicators

No.	Indicator	n	N	%	Category
1	Speed	1019	1275	79,92	Good
2	Accuracy	1005	1275	78,82	Good
3	Security	1384	1700	81,41	Very good
4	Friendliness	1069	1275	83,84	Very good
5	Comfort	1074	1275	84,24	Very good
Amount		5551	6800	81,63	Very good

Based on the results of the questionnaire on the speed indicator on student satisfaction at SMK Negeri 7 Makassar is in the good category or 79.92 percent. The percentage results showed that respondents were satisfied with the speed of service carried out by employees and teachers at SMK Negeri 7 Makassar. Based on the observations that have been made, it shows that the speed of administrative employees in completing tasks is good. However, there are times when the speed of service is not in accordance

with existing procedures depending on the situation and conditions such as administrative employees who are on duty outside or not in their place during working hours.

In the accuracy indicator on student satisfaction at SMK Negeri 7 Makassar is in the good category or 78.82 percent. The percentage results showed that respondents were satisfied with the punctuality of services carried out by employees and teachers at SMK Negeri 7 Makassar in accordance with the predetermined time. Based on the observations made, there are some administrative employees who do not work in accordance with procedures such as the service of submitting letters given by employees is not completed on time. If referring to the rules, the period for submitting a letter is completed within 1 working day, but based on the results of observations made, it is not completed on time. So it can be concluded that the accuracy in service at SMK Negeri 7 Makassar is good but there are still some services that are not on time.

In the security indicator, student satisfaction at SMK Negeri 7 Makassar is in the very good category or 81.41 percent. The results of this percentage show that respondents are very satisfied with the security of services provided by SMK Negeri 7 Makassar so that respondents feel safe and calm in getting services. Based on the results of observations that have been made, the environmental security at SMK Negeri 7 Makassar is very good, seen from the security guards who maintain school security at all times and are always at the security guard post so that activities in and out of the school are well maintained. In the security department, school document archives are always neatly arranged using an ordner folder in the closet so that important documents are not scattered and stored safely.

In the friendliness indicator, student satisfaction at SMK Negeri 7 Makassar is in the very good category or 83.84 percent. The percentage results show that respondents are very satisfied with the friendliness of employees and teachers in providing services at SMK Negeri 7 Makassar. Based on the results of observations made which show that the hospitality of employees and teachers at SMK Negeri 7 Makassar has provided excellent service such as smiling when serving, friendly and polite to students and guests who come.

In the comfort indicator, student satisfaction at SMK Negeri 7 Makassar is in the very good category or 84.24 percent. The results of this percentage show that respondents are very satisfied with the comfort of the services provided by employees and teachers at SMK Negeri 7 Makassar such as a clean, neat and orderly room. Based on the results of observations that have been made, it shows that the comfort at SMK Negeri 7 Makassar is very good, it can be seen from the cleanliness of the school environment where every corner of the room has a trash can so that students can throw garbage in its place. Facilities and infrastructure provided such as adequate seats, comfortable parking areas, clean classrooms and garden areas equipped with comfortable seating for students to relax during break times.

Table 4: Results of Descriptive Analysis of Employee Performance Variables (Y)

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Student Satisfaction (Y)	85	54	75	5551	65.31	4.549

Source: SPSS data processing results (2022)

Student satisfaction in this study is a dependent variable. Table 4 shows that the student satisfaction variable has a minimum value of 54; maximum 75; The mean value (average) is 65.31 The standard deviation value of 4.549 where the value is smaller than the mean value, this shows that the variable of student satisfaction is homogeneous or

has the same diversity. The data acquisition is reviewed from indicators of speed, accuracy, safety, friendliness and comfort. And based on the results of descriptive analysis, the variable of student satisfaction was 81.63 percent. So it can be concluded that the variable of student satisfaction is in the very good category.

3.2 Inferential Statistics

Inferential statistical analysis on the results of this study consists of normality test, product moment correlation analysis test, and simple linear regression analysis.

Normality Test

The normality test is used to determine whether or not a data distribution is normal. The normality test in this study used the help of the SPSS 16 program with Kolmogrov-Smirnov statistics.

Table 5: Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		85
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	3.66551291
Most Extreme Differences	Absolute	.087
	Positive	.057
	Negative	-.087
Kolmogorov-Smirnov Z		.799
Asymp. Sig. (2-tailed)		.546

a. Test distribution is Normal.

Source: SPSS Data Processing Results 16, 2022

Based on the results of the normality test using the Kolmogorov-Smirnov method in table 5 variables of excellent service and student satisfaction, a significance value of 0.546 was obtained where the value was greater than 0.05 (0.546 > 0.05), so it can be concluded that the data in this study are normally distributed.

Product Moment Correlation Analysis

Test the correlation of product moment to determine whether there is a significant relationship between Excellent Service (X) and Student Satisfaction (Y).

Table 6: Product Moment Correlation Analysis Results

Correlations		Excellent Service	Student Satisfaction
Excellent Service	Pearson Correlation	1	.592**
	Sig. (2-tailed)		.000
	N	85	85
Student Satisfaction	Pearson Correlation	.592**	1
	Sig. (2-tailed)	.000	
	N	85	85

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Processing Results 16, 2022

Based on the results of correlation testing in Table 6, a correlation coefficient value of 0.592 was obtained which shows that there is a relationship between the variable of excellent service and student satisfaction at SMK Negeri 7 Makassar with a moderate level of relationship (0.40-0.599). Based on the product moment correlation analysis, it can be concluded that there is a moderate relationship between the variable of excellent service and the A6 concept on student satisfaction at SMK Negeri 7 Makassar.

Simple Linear Regression Analysis

A simple linear regression test was used to test the hypothesis, namely the effect of excellent service with the A6 concept on student satisfaction at SMK Negari 7 Makassar. Simple linear regression used t-test via coefiecient table. The accepted hypotheses are:

$$H_0 : \alpha : \beta =, \text{against } H_1 : \alpha \neq 0 \text{ or } \beta = 0$$

The test criteria are if t count is greater than t table at a significant level of 5% then H_0 is rejected which states that excellent service with the concept of A6 has a positive and significant effect on student satisfaction at SMK Negeri 7 Makassar, then further testing is needed, and vice versa if t_{count} is smaller than t_{table} at a significant level of 5% then H_0 It is accepted that states that excellent service with the A6 concept does not have a positive and significant effect on student satisfaction at SMK Negeri 7 Makassar.

Table 7: Results of Simple Linear Regression Analysis (Coefficients)

		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	25.772	5.919		4.354	.000
	Excellent Service	.596	.089	.592	6.695	.000

a. Dependent Variable: Student Satisfaction
Source: SPSS Data Processing Results 16, 2022

Based on the calculation results in table 7, it is known that excellent service (X) t value$_{is\ calculated}$ at 6.695 > t_{table} 1.988 (df = n-2 = 85-2 = 83) with a significance level of 0.000 < 0.05. So partially the variable of excellent service (X) has a positive and significant effect on student satisfaction (Y).

Table 8: Results of Simple Linear Regression Analysis (Model Summary)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.592ᵃ	.351	.343	3.688

a. Predictors: (Constant), Excellent Service
Source : SPSS Data Processing Results 16, 2022

Based on table 8 results of the regression test (Model Summary) it can be seen that the magnitude of the correlation or relationship value (R) is 0.592 (medium) and the R square value obtained is 0.351 which shows that student satisfaction is influenced by excellent service variables of 35.1% and the remaining 64.9% is influenced by other variables outside this study.

Based on table 4.9 of the regression test (Coefficients) there is a Constant (a) value of 25.772 while the excellent service value is 0.596 so that the regression equation can be written:

$$Ý = 25.772 + 0.596X$$

The equation can be translated:
1. A constant of 25.772 means that the consistent value of independent varaibel (excellent service) is 25.772.
2. The regression coefficient is positive (+) so it can be said that the direction of influence of variable X on variable Y is positive, meaning that if the excellent service variable increases, then student satisfaction will also increase.
3. The X regression coefficient of 0.596 states that for every 1% increase in the value of excellent service, the value of student satisfaction increases by 0.596.

Based on a simple linear regression analysis, it was concluded that there was a positive and significant influence between the two variables. Based on the decision-making criteria in answering the previously proposed research hypothesis, the research hypothesis can be accepted, so it can be concluded that excellent service with the A6 concept on student satisfaction at SMK Negeri 7 Makassar.

Discussion

3.1 Excellent Service with A6 Concept

Excellent service is a service that prioritizes the interests of customers. Therefore, service providers must be able to provide good service quality standards that exceed the expectations of students so that the needs, desires and expectations of students are met proportionally and professionally. Based on the results of research conducted at SMK Negeri 7 Makassar, the indicators used to measure how excellent service are ability, attitude, appearance, attention, action, and accountability.

Ability is certain knowledge and skills that absolutely must be possessed by every staff / employee and education staff as a support in excellent service, which includes the ability in the field of work occupied, carry out effective communication and develop motivation. From the results of the research, the ability indicator on excellent service at SMK Negeri 7 Makassar is in the very good category. Based on the observations that have been made by administrative employees and teachers at SMK Negeri 7 Makassar have carried out their duties in accordance with their abilities in their respective fields, the communication skills of employees and teachers have been very good in providing information about administrative services at SMK Negeri 7 Makassar so that service recipients or students understand the flow of services. From this explanation, it can be concluded that students are very satisfied with the ability of employees / education personnel in providing excellent service at SMK Negeri 7 Makassar such as the ability to provide services in accordance with procedures, the ability to accuracy of administrative employees in their work and the ability of employees and teachers to provide information.

Attitude is a behavior or temperament that must be highlighted by staff / employees and education staff when facing students at school. Based on the results of research on attitude indicators on excellent service at SMK Negeri 7 Makassar is in the very good category which shows that respondents are very satisfied with the attitude of employees or education staff in providing excellent service at SMK Negeri 7 Makassar. Based on the results of observations that have been made, it is known that if students and guests who come to SMK Negeri 7 Makassar either in the learning process or the service process, employees and teachers always make students feel comfortable, patient and sincere in providing services and implementing the 3S culture, namely Smile Sapa Salam. It can be concluded that attitude is a thing or behavior that must be shown

in providing services to service recipients such as patience in providing services, employee sincerity in serving students so that employee attitudes make students feel comfortable.

Appearance is how the appearance of staff / employees and education staff, both physical and non-physical, which is able to reflect the confidence and credibility of other parties. Based on the results of research on the appearance indicator (Appearence) on excellent service at SMK Negeri 7 Makassar is in a very good category. The percentage results show that most respondents are very satisfied with the performance of the school, both employees, teachers and education staff in providing excellent service at SMK Negeri 7 Makassar. Based on observations, it is known that school conditions such as classrooms, teachers' rooms, administrative rooms and school environments are well organized and always pay attention to school cleanliness so that students feel comfortable. Then, employees, teachers or education staff always pay attention to neatness and cleanliness in dressing in accordance with the existing dress code so that it looks neat in serving and students feel happy with the appearance of those who serve them.

Attention is the full concern of staff / employees and education staff for students in schools, both related to attention to the needs and desires of students and understanding of suggestions and criticisms. Based on the results of the study showed that the indicator of attention (Attention) in the category is very good. The results of this percentage are known that most respondents are very satisfied with the attention of employees and those received while at SMK Negeri 7 Makassar. Based on the observations that have been made, the attention of employees and teachers has been very good in serving students which can be seen from employees and teachers at SMK Negeri 7 Makassar always helping students in dealing with problems and complaints felt at school.

Actions are various real activities that must be carried out by staff / employees and education staff in schools in providing services to students. Based on the results of research on action indicators (Action) on excellent service at SMK Negeri 7 Makassar is in good category. The percentage results are known that most respondents are satisfied with the actions taken by employees and teachers at SMK Negeri 7 Makassar in providing excellent service. Based on observations, it is known that employees and teachers at SMK Negeri 7 Makassar are fast and responsive in dealing with complaints and problems felt by students, always ready to help and provide solutions to student problems and dexterous in serving the needs of students.

Responsibility is an attitude of partiality of staff / employees and education staff to students as a form of concern to avoid or minimize losses or dissatisfaction of students. Based on the results of research on the indicator of responsibility (Accountability) on excellent service at SMK Negeri 7 Makassar is in good category. The percentage results show that most respondents are satisfied with the responsibility of employees and teachers in providing excellent service at SMK Negeri 7 Makassar. Based on the results of observation, it is known that services at SMK Negeri 7 Makassar are regular, clear the flow of administrative service procedures, certainty in service, transparency, and without administrative costs. However, in the case of the presence of employees and teachers in their place, there are some administrative employees who are not in place during working hours. Because of this, the service process does not run according to procedures, especially during the days of graduated students who want to do file management for the needs of the next level of education or in the world of work. This is in line with the opinion that "the responsibility dimension discusses an attitude of partiality to customers as a form of concern to avoid or minimize customer losses or dissatisfaction". (Barata, 2003)

Overall, it can be concluded that excellent service at SMK Negeri 7 Makassar seen from six indicators, namely ability, attitude, appearance, attention, action, and responsibility are in the very good category. Based on this percentage level, it can be concluded that SMK Negeri 7 Makassar is able to provide quality services to service recipients, in this case students. Employees and teachers as well as education staff at SMK Negeri 7 Makassar are able to work in accordance with the expectations of students as recipients of services because they have the ability, attitude, appearance, attention, actions and responsibilities for their work so that they work optimally in accordance with the standards and procedures applicable at SMK Negeri 7 Makassar.

3.2 Student Satisfaction of SMK Negeri 7 Makassar

Student satisfaction is a feeling of pleasure or disappointment felt by students based on a comparison between the reality obtained with the expectations possessed by these students. Student satisfaction is the level of feelings of students after comparing the suitability or mismatch between expectations and perceptions of educational services received (reality experienced). If the educational services provided by an organization or school institution are in accordance with the expectations of students, students will tend to feel satisfaction, and vice versa. Based on the results of research conducted at SMK Negeri 7 Makassar, the indicators used to measure how satisfied students are: speed, accuracy, safety, friendliness and comfort.

Speed is the time used in serving students with the target service time can be completed within a predetermined time by the service delivery unit. Based on the results of research on speed indicators on student satisfaction at SMK Negeri 7 Makassar is in the good category. The results showed that respondents were satisfied with the speed of service carried out by employees and teachers at SMK Negeri 7 Makassar. Based on the observations that have been made, it shows that the speed of administrative employees in completing tasks is good. However, there are times when the speed of service is not in accordance with existing procedures depending on the situation and conditions such as administrative employees who are on duty outside or not in their place.

Accuracy regarding the implementation of services at SMK Negeri 7 Makassar can be completed within predetermined time brackets. Based on the results of the questionnaire on accuracy indicators on student satisfaction at SMK Negeri 7 Makassar is in the good category. The percentage results showed that respondents were satisfied with the punctuality of services carried out by employees and teachers at SMK Negeri 7 Makassar in accordance with the predetermined time. Based on the observations made, there are some administrative employees who do not work in accordance with procedures such as the service of submitting letters given by employees is not completed on time. If referring to the rules, the period for submitting a letter is completed within 1 working day, but based on the results of observations made, it is not completed on time. So it can be concluded that the accuracy in service at SMK Negeri 7 Makassar is good but there are still some services that are not on time.

Security relates to the guaranteed level of environmental security at SMK Negeri 7 Makassar or the facilities used, so that students feel calm to get services against various risks resulting from the implementation of services. Based on the results of the questionnaire on security indicators on student satisfaction at SMK Negeri 7 Makassar is in the very good category. The results of this percentage show that respondents are very satisfied with the security of services provided by SMK Negeri 7 Makassar so that respondents feel safe and calm in getting services. In line with the results of observations that have been made, the environmental security at SMK Negeri 7 Makassar is very good, seen from the security guards who maintain school security at all times and are always at the security guard post so that activities in and out of the school are well

maintained. In the security department, school document archives are always neatly arranged using an ordner folder in the closet so that important documents are not scattered and stored safely.

Friendliness relates to the attitude and behavior of employees at SMK Negeri 7 Makassar in providing services to students in a polite and friendly manner as well as mutual respect and respect. Based on the results of the questionnaire on the friendliness indicator on student satisfaction at SMK Negeri 7 Makassar is in the very good category. The percentage results show that respondents are very satisfied with the friendliness of employees and teachers in providing services at SMK Negeri 7 Makassar. This is in line with the results of observations made which show that the hospitality of employees and teachers at SMK Negeri 7 Makassar has provided excellent service such as smiling when serving, friendly and polite to students and guests who come.

Comfort is the condition of service facilities and infrastructure at SMK Negeri 7 Makassar that is clean, neat, and orderly so that it can provide a sense of comfort to service recipients, namely students. Based on the results of the questionnaire on comfort indicators on student satisfaction at SMK Negeri 7 Makassar is in the very good category. The results of this percentage show that respondents are very satisfied with the comfort of the services provided by employees and teachers at SMK Negeri 7 Makassar such as a clean, neat and orderly room. Based on the results of observations that have been made, it shows that the comfort at SMK Negeri 7 Makassar is very good, it can be seen from the cleanliness of the school environment where every corner of the room has a trash can so that students can throw garbage in its place. Facilities and infrastructure provided such as adequate seats, comfortable parking areas, clean classrooms and garden areas equipped with comfortable seating for students to relax during break times.

Overall, it can be concluded that the satisfaction of students at SMK Negeri 7 Makassar seen from five indicators, namely speed, accuracy, safety, friendliness and comfort are in the very good category. Students will express the results of the service they receive with satisfaction or dissatisfaction. Student satisfaction arises from meeting needs according to expectations or exceeding expectations. In accordance with Griva's opinion (2022) "community / customer satisfaction is the fulfillment of customer wants and needs. A service is considered satisfactory if the service can meet the needs and expectations of customers". And the opinion of Asrijal et al. (2021) "Community satisfaction is the community's response to the mismatch between the level of expectations they have and the actual performance felt after utilizing the service".

3.3 The Influence of Excellent Service with the A6 Concept on Student Satisfaction at SMK Negeri 7 Makassar

Excellent service is the spearhead for the long-term relationship of a school with its stakeholders, especially for students. Excellent service is a framework of activities that overshadow all school administration activities because its existence is determined by the extent of the services provided by the school. Excellent service points to the efforts made by employees and teachers to serve students as well as possible with smiles, speech, gestures, how to dress and so on so as to realize excellent service that can provide satisfaction and meet the needs and desires of students in the form of goods or services. Excellent service is an integrated service unit, meaning that service is not excellence if there are components that are lacking.

Therefore, to achieve the level of excellence every staff / employee and teachers and education staff must have certain abilities so that a school education can achieve great benefits, especially in the form of student satisfaction and loyalty. Student satisfaction is one of the important things because it will affect the quality of a service in the school. If the excellent service provided by a school is in accordance with the expectations of students, students will tend to feel satisfaction, and vice versa. The

results of this study are supported by "A service is considered satisfactory if the service can meet customer needs and expectations". Furthermore, it is supported by "one of the factors that affect satisfaction is good service".(Arhas et al., 2022)(Mukti, Akib, Saleh, Niswaty, &; Baharuddin, 2020)

Based on the results of the analysis, the results showed that there was a positive and significant influence between excellent service with the A6 concept and student satisfaction at SMK Negeri 7 Makassar of 35.1 percent. This means that the hypothesis proposed is that "there is a positive and significant influence between the variable of excellent service and the A6 concept on student satisfaction at SMK Negeri 7 Makassar" is declared accepted with a moderate level of influence. The results of this research analysis are supported by research conducted stating that there is a significant influence between excellent service and community satisfaction. (Wati, Susianti, Ajabar, &; Herlina, 2020)

4. Conclusion

Based on the results of data analysis and discussion on the Effect of Excellent Service with the A6 Concept on Student Satisfaction at SMK Negeri 7 Makassar, it can be concluded that excellent service with the A6 (X) concept at SMK Negeri 7 Makassar is in the very good category or 82.97 percent consisting of 6 (six) indicators, namely ability, attitude, appearance, attention, action, accountability. Student satisfaction (Y) at SMK Negeri 7 Makassar is in the very good category or 81.63 percent consisting of 5 (five) indicators, namely speed, accuracy, safety, friendliness, and comfort. Based on the results of a simple linear regression test, t_{count} is greater than t_{table}, it can be said that Ha is accepted by stating that there is a positive and significant influence on excellent service with the A6 concept on student satisfaction at SMK Negeri 7 Makassar. Based on the results of a simple linear regression test, a coefficient value of 0.592 was obtained with a moderate level of relationship, a coefficient of determination of 0.351 which shows that student satisfaction is influenced by excellent service variables of 35.1 percent.

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