

Quality of Student Administration Services at SMK Negeri 8 Makassar

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Abstract. Student satisfaction is an important component of a formal service assessment plan. Thus, schools are required to always improve the quality of all components in the school. This study aims to determine the quality of student administration services and the factors that support and hinder student administration services at SMK Negeri 8 Makassar. The type of research used is descriptive qualitative. The informants in this study were the Head of Administration, Administration Staff, Teachers, Student Council Chairman, and Students. Data collection techniques are carried out through observation, interviews, and documentation. The data analysis techniques used in this study are data collection, data condensation, data presentation, and conclusions. The results showed that student administration services at SMK Negeri 8 Makassar were in the "quality" category, this can be seen from the results of research on each dimension, namely Direct evidence (Tangible) is complete. Reliability is already reliable. Responsiveness is responsive. Assurance is quite guaranteed, and Empathy is good.

Keywords: Quality of Service, student administration, students

1. Introduction

Education is a learning process for everyone to achieve higher knowledge about a specific object. Education is considered as one aspect that has an important role in building a generation that is expected to be able to produce qualified and responsible humans. A school is a formal institution that provides services, teaching, managing, and educating students through guidance provided by teachers. Thus, schools are required to always improve the quality of all components in the school. Schools have a big role for all students. In dealing with students, there needs to be good management so that students get their rights and obligations at school.

Schools are strived to be able to develop and improve the ability to provide good quality education (Saleh & Arhas, 2019; S. Wahyuni et al., 2019; Yotyodying et al., 2020), this is because people who are users of educational services will choose the best educational services among existing educational institutions. Therefore, if there are dissatisfied customers, public trust will decrease. Conversely, schools that are able to satisfy their customers will be in demand by the wider community. In educational institutions that become customers are students, parents, society, and work industry. Student satisfaction is an important component of a formal service assessment plan (Darwis et al., 2021; Mustafa et al., 2022). Students will show their attitude towards the service they receive, both positive and negative attitudes towards the conformity of expectations for the service they receive. One of the factors of student satisfaction is student administration services.

Student administration is a collection of planning and implementation activities in serving, assisting, directing students. Administration is the activity of serving, directing, and managing institutions, companies, and organizations. Administration has an important role that can determine the success of the goals to be achieved. People who play a role in administration are people who are skilled and have gained knowledge from education or training. Administration in educational institutions is the main source in organizing the learning process to run in an orderly manner. According to Mahmud, (2015) an educational administration is a series of activity processes of planning, organizing, directing and controlling the implementation of activities by utilizing available resources and facilities to achieve educational goals. Data managed in education administration such as student data, curriculum, facilities and infrastructure. Suryana

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History: Submitted: 12 January 2023

Review: 20 February 2023

Publish: 27 April 2023

(2019) stated that "Education administration in general can be grouped into several parts including curriculum administration, facilities and infrastructure administration, financial administration, school relations administration with the community, personal administration, and student administration.

In this study will discuss specifically student administration. Student administration is an activity that includes arrangements regarding administration related to students in an effort to develop student potential. Student administration aims to organize all student activities so that the teaching and learning process in schools can run effectively and efficiently and achieve what are the goals of education in schools. Student administration includes all series of administrative activities regarding students starting from the admission stage of new students, management of guidance and counseling, class management, management of intra-school student organizations, management of data about students until the student graduates. Quality student administration is very important in the world of education. Student administration management can be said to be of high quality if the service is right on target, quick to respond, and provides satisfaction for service recipients.

Public services are all service activities carried out by service providers, be it educational institutions, government or non-government institutions, as an effort to meet the needs of the community for goods, services, and administrative services. Article 1, states that "Public service is an activity or series of activities in order to fulfill service needs in accordance with the Law for every citizen and resident of goods, services and / or administrative services provided by public service providers". Basically, public service concerns a very broad aspect of life. The government has the function of providing various public services needed by the community, ranging from services in the form of arrangements or other services in order to meet the needs of the community in the fields of education, health, utilities, and so on. While the purpose of public services is to encourage the compilation of service standards in each service unit so that service delivery can run well. Law of the Republic of Indonesia No. 25 of 2009 Concerning Public Services

Quality is a dynamic condition associated with products, services, people and the environment that meet or exceed expectations (Arhas, et al., 2022) . This means that quality always changes according to changing views of community satisfaction. The quality of public services that students often complain about, one of which is the late disbursement of funds for organizational activities. Based on preliminary observations made from 26 to 28 May 2022 at SMK Negeri 8 Makassar, several problems related to public services were found, namely delays in providing administrative services, lack of responsiveness of administrative officers in serving students and teachers, some students found it difficult to obtain permits for activities at school or outside school. The available infrastructure is waiting room seats that are less resulting in inconvenience to service recipients. From the problems mentioned, researchers are interested in examining the Quality of Student Administration Services at SMK Negeri 8 Makassar with the aim of the study, namely to determine the quality of student administration services and to find out the factors that become obstacles in student administration services at SMK Negeri 8 Makassar.

2. Method

This study uses a qualitative approach with a descriptive approach that aims to describe the condition or situation of services related to the quality of student administration services at SMK Negeri 8 Makassar. This research is about the quality of student administration services at SMK Negeri 8 Makassar by looking at 5 (five) indicators of service quality according to Parasuraman et. al. (1985), namely tangible

evidence, reliability, responsiveness, assurance, and empathy. Types of data sources used (1) Primary data, which are obtained from observations and interviews. (2) Secondary Data or can also be said to be complementary data that can be used to enrich the data so that what can be provided is really in accordance with the expectations of the researcher and reaches the saturation point.

The data collection techniques used in this study were observation, interviews, and documentation. Checking the validity of the data used, namely 1) observation delay; 2) research diligence; 3) triangulation; 4) member check. The research data analysis technique used is the theory of Miles et al. (2014) namely data condensation, data presentation, and drawing conclusions or verification.

3. Results and Discussion

The presentation of the results of data analysis in this study was obtained from observations and interviews, namely in the form of questions and answers between researchers and informants. The data presented is closely related to the focus studied, namely the Quality of Student Administration Services at SMK Negeri 8 Makassar. The interview process was conducted using 5 (five) informants consisting of the Head of Administration, 1 (one) Administration staff, 1 (one) teacher, and 2 (two) students. The reference in measuring service quality in this study is based on service quality indicators. The description of the results of data analysis obtained during the research process is as follows:

3.1 Direct Evidence (Tangible)

The Tangible dimension is a factor that can influence the expectations of service recipients because it is felt and assessed directly using the human senses. Building luxury, cleanliness, tidiness of offices and employees, comfort, and sophistication of equipment are examples of tangible dimensions in service quality. The completeness of the facilities at SMK Negeri 8 Makassar is fairly complete, as evidenced by the provision of laptop and printer facilities for administrative staff in supporting service delivery. In addition, tidiness and cleanliness at SMK Negeri 8 Makassar are also highly respected so as not to interfere with the process of providing and receiving services. This can be seen from the statements of the five informants who stated that the cleanliness at SMK Negeri 8 Makassar, especially in the administrative room, was very clean and tidy, and the facilities available were also complete in supporting the service process and teaching and learning process. Thus, it can be concluded that the quality of student administration services at SMK Negeri 8 Makassar in the Tangible dimension (direct evidence) is in the complete category.

3.2 Reliability

Each service wants a reliable form of service, in the sense that each service provider is expected to have the ability to knowledge, mastery, and high work professionalism so as to produce satisfactory service quality. To measure the reliability dimension in an effort to determine the quality of student administration services at SMK Negeri 8 Makassar, it can be measured through several indicators, namely the ease of service procedures, and the ability of employee to provide services. Easy and simple service procedures are also one of the keys to quality services, simple procedures can make it easier for students and teachers to receive student administration services.

Service procedures are used at SMK Negeri 8 Makassar in accordance with applicable rules and SOPs, one of which is the procedure for taking diplomas which previously had to be photocopied and then signed by the Vice Principal Student Affairs and legalized by administrative staff, students must bring a diploma legalization application file containing a photocopy of the diploma and a list of grades to be legalized

in 10 copies each. Then the administrative staff checks the validity of the data if it is incomplete it will be returned to the student, and if it is complete it will be given a legalized stamp and handed over to the Head of Administration. Then checked again, if approved by the Head of Administration, it will be submitted to the principal and then signed and handed over to the student. All service procedures will be fulfilled if the files brought by the complete service recipient and also the principal are in the hospital, otherwise service procedures are not carried out if the required files are incomplete it will be returned to the service recipient to be completed. Thus, it can be seen that the quality of student administration services at SMK Negeri 8 Makassar seen from the indicator of ease of service procedures is in the good category.

The ability of employees to provide services is important in measuring service quality because employee competence is determined based on expertise, skills in using tools, and knowledge possessed by employees. Ability can also affect the reliability of service providers in providing easy, fast, and precise services to be a value for service recipients. The ability of employees who work is experienced in their respective fields so that all services run smoothly, quickly, and precisely besides that the existence of administrative staff who have long served from the manual era to the digital era, does not make obstacles for employees to continue working. The employees are even able to keep up with the times and technology. So that all work and services run quickly because employees are very knowledgeable about services such as letters, diplomas, and other file preparations. Thus, it can be concluded that the quality of student administration services at SMK Negeri 8 Makassar on the dimension of Reliability with indicators of the ability of employees to provide services is in the category of reliable.

3.3 Responsiveness

In measuring the dimension of Responsiveness to determine the quality of student administration services at SMK Negeri 8 Makassar, it can be measured through indicators, namely punctuality and fast employee response if there are students or teachers who come to request services.

The services provided by service providers to service recipients are good, fast and timely, students are served very well and all data management processes are carried out quickly if students meet all the completeness of the data or files requested. However, if the principal's signature is needed and the Principal is not in place, the service process will be postponed unless there is an Acting Decree in lieu of the Principal. Thus, it can be concluded that the quality of student administration services at SMK Negeri 8 Makassar in the dimension of responsiveness is in the responsive category.

3.4 Assurance

Guarantee in this case can be seen in part, namely the guarantee of time in providing services and guaranteeing services in providing services. This can be seen from the results of research which shows that employees at SMK Negeri 8 Makassar guarantee that the time in the service process is sought on time and completed right then and there to foster a sense of trust in service recipients. Time becomes something that is often found in the service process, both service handling time and service completion time. In carrying out services at SMK Negeri 8 Makassar, employees try to give their best in completing services.

The services provided to students, alumni, and teachers who need services in their management do not take long, adjusted to the complexity of the settlement by the administrative staff themselves. Service management will be faster if the file submitted is complete, if the required file is complete, it will be processed that day, but if the file submitted by students, alumni or teachers is incomplete then it is necessary to wait to

adjust until the file is appropriate and complete to be processed immediately. Thus, it can be said that the quality of student administration services at SMK Negeri 8 Makassar on the indicator of time assurance in service delivery is in the category of being on time.

The provision of student administration services at SMK Negeri 8 Makassar does not charge a fee, but if the recipient of the service wants to use photocopying services, a fee will be charged. However, there are still people who take advantage of the moment of file management to get personal funds from service recipients after obtaining services such as diploma management and others. Thus, it can be implied that in the assurance dimension, the quality of student administration services at SMK Negeri 8 Makassar is in the category of quite guaranteed.

3.5 Empathy

Empathy refers to the attention and treatment of administrative personnel to service recipients where service providers place themselves in situations faced by the community. This research focuses on the friendliness and behavior of administrative personnel in serving students. Service providers are expected to have understanding and knowledge of service recipients, understand the specific needs of service recipients, and have comfortable operating times for service recipients.

Employees, especially administrative staff, provide good and friendly service for service recipients. The employees seem to be very concerned about the service recipients who want to take care of the necessary files for students and other alumni who are in need of service by asking and providing instructions for service recipients who feel confused with the applicable service procedures. Thus, it can be concluded that the quality of student administration services at SMK Negeri 8 Makassar in the Empathy dimension is in the good category.

3.6 Supporting and Inhibiting Factors in Student Administration Services at SMK Negeri 8 Makassar

Supporting and inhibiting factors in student administration services are one of the factors that must be known by every agency and service provider because this can have a major influence on the running of an administrative service process.

Supporting and inhibiting factors in student administration services at SMK Negeri 8 Makassar are internal factors, namely the existence of the principal, if the type of service requires the principal's signature, but if the principal is not in place, the service process will be delayed and not run on time because they have to wait for the presence of the Principal first. Conversely, if the principal is in place, the service process will run quickly.

Discussion

3.1 Direct Evidence (Tangible)

Direct evidence according to Niswaty et al. (2020) "includes the physical appearance of the service, such as physical facilities, or, or equipment and also the appearance of work." Direct evidence (Tangible) is the appearance and ability of facilities and infrastructure, as well as comfortable environmental conditions that can be a benchmark for the community in assessing service quality. Direct evidence in measuring the quality of student administration services at SMK Negeri 8 Makassar can be measured through indicators of room tidiness, office cleanliness, and completeness of facilities and infrastructure. In line with the theory put forward by (Arhas et al., 2021) that the era of service facilities is very important and one that is very influential on improving the quality of public services because with the existence of adequate service facilities

can make services to the community can provide more comfort and satisfaction in the serviceroom.

Based on the observations, researchers found that the quality of student administration services at SMK Negeri 8 Makassar in the dimension of direct evidence (tangible) is complete, this can be seen from the complete service facilities available at SMK Negeri 8 Makassar such as laptop facilities, printers, photocopiers and so on. However, the available waiting room seats still need to be added so that service recipients feel comfortable. In addition, the tidiness of the room is also quite good, it's just that during operating hours, the room looks a little messy, but this does not interfere with the course of the service process. The appearance and dress of employees are also neat, comfortable to look at, and in accordance with the rules. This is in accordance with the principles of public services contained in the Decree of the Minister of State Apparatus Empowerment Number:63/Kep/M.Pan/7/2003 concerning General Guidelines for Public Service Organizers, namely that the service environment must be orderly, organized, provided with a comfortable, clean, neat waiting room, beautiful and healthy environment and equipped with service support facilities, such as parking, toilet, places of worship and others.

In using tools has also been well applied in the service process, namely the use of laptops and printers to print files, but not all services require tools because there are also services that are done manually. This is also relevant to the principles of public services contained in the Decree of the Minister of State Apparatus Empowerment Number:63/Kep/M.Pan/7/2003 concerning General Guidelines for the Implementation of Public Services, namely "The availability of adequate work facilities and infrastructure, work equipment and other supports including the provision of telecommunication and information technology facilities (telematics)".

3.2 Reliability

Reliability is one of the most important things in measuring service quality. According to Zhu Xiaoyan et al. (2019) "Reliability is the ability of service providers to provide promised services promptly, accurately, and satisfactorily." Reliability is the ability to deliver promised services accurately, on time, and reliably." Based on this opinion, it can be concluded that reliability is the ability of service providers to provide services in accordance with what is promised precisely, quickly and accurately. According to Wahyuni et al. (2017) That provides services to the community Reliability and professionalism in providing a service promptly, accurately and satisfactorily is very necessary in order to create customer satisfaction.

To measure the reliability dimension in an effort to determine the quality of student administration services at SMK Negeri 8 Makassar, it can be measured through indicators, namely the ease of service procedures and the ability of employees to provide services. Based on the results of research from each indicator, it proves that the quality of student administration services at SMK Negeri 8 Makassar is reliable, this is evidenced by easy service procedures and in accordance with applicable SOPs, as well as the ability of administrative employees at SMK Negeri 8 Makassar to be good at using tools and providing services because employees work in accordance with their respective fields. This is marked by the existence of administrative staff who have long served from the manual era to the digital era, these employees are able to keep up with the times, especially in using digital tools such as laptops and so on. The reliability is also good, because the administrative staff has provided fast service and tries not to procrastinate work. This is relevant to the principles of public service stated in Decree of the Minister of State Apparatus Empowerment Number: 63/Kep/M.Pan/7/2003 Concerning General Guidelines for the Implementation of Public Servicesimplification, public service procedures are not complicated, easy to understand, and easy to implement.

3.3 Responsiveness

According to Parasuraman, "responsiveness is the willingness to help customers by providing good and fast service." Responsiveness is the desire for service providers who have a responsive and appropriate attitude to students and are always ready to help in the service process. This dimension measures how responsive administrative personnel are in handling and resolving student needs in a service in a timely manner. Based on the results of the study, the responsiveness of employees in the services provided at SMK Negeri 8 Makassar has been responsive, this is indicated by the response given by employees in serving students very quickly and on time, and all file management processes are carried out quickly if students meet all the (1985) completeness of the requested data.

However, if the Principal's signature is required and the Principal is not in place, the service process will be postponed unless there is an Acting Decree in lieu of the Principal. This is in line with the elements of the community satisfaction index "Discipline of service officers, namely the sincerity of officers in providing services, especially the consistency of working time in accordance with applicable regulations". Decree of the Minister of State Apparatus Empowerment No. 25 of 2004 Concerning General Guidelines for the Preparation of Community Satisfaction Index for Service Units of Government Agencies

3.4 Assurance

Assurance according to Saggaf et al. (2018) "Customers feel secure in transactions, consistent employee courtesy and employee ability to answer every customer question. Assurance is knowledge, ability, and courtesy or kindness of the person and the ability to gain trust and confidence." From this statement, it can be concluded that assurance is the ability of employees to foster trust in the quality of service to students which is characterized by how long the time used by administrative personnel in handling and solving student needs in a service. To measure the assurance dimension in an effort to determine the quality of student administration services at SMK Negeri 8 Makassar using indicators of timely assurance in service and guarantee of cost certainty in services.

Based on the results of data analysis that has been carried out, it was found that the Quality of Student Administration Services at SMK Negeri 8 Makassar seen from the use of time is very good, this is evidenced by the statement of satisfaction from students and teachers in the speed of service completion. Students, alumni, and teachers who need service do not take long. Service management will be faster if the files submitted are complete, if the required files are complete they will be processed that day. This is relevant to the principles of public services stated Decree of the Minister of State Apparatus Empowerment Number: 63/Kep/M.Pan/7/2003 Concerning General Guidelines for the Implementation of Public Services in the certainty of time, the implementation of public services can be completed within a predetermined period of time.

The second indicator is the guarantee of cost certainty in providing student administration services at SMK Negeri 8 Makassar is good enough, employees do not charge fees, but if the recipient of the service wants to use photocopying services, a fee will be charged. However, researchers found that there are still individuals who take advantage of the moment of file management to obtain personal needs from service recipients after obtaining services. This is not in line with the community satisfaction index, namely "Certainty of service costs, namely the compatibility between the costs paid and the fees that have been determined". Thus, it can be concluded that the quality of student administration services at SMK Negeri 8 Makassar in the assurance dimension seen from both indicators is in the fairly guaranteed category. Decree of the Minister of

State Apparatus Empowerment No. 25 of 2004 Concerning General Guidelines for the Preparation of Community Satisfaction Index for Service Units of Government Agencies

3.5 Empathy

According to Destiny et al. (2021) "Empathy can be described as caring and giving attention to individual consumers." Empathy is the ability of service providers to give individual attention and care to service recipients, as well as provide skills when communicating. To measure the empathy dimension in an effort to determine the quality of student administration services at SMK Negeri 8 Makassar, it can be measured through indicators of employee friendliness to students and employee behavior in providing services.

Based on the results of observations made by researchers, it was found that employees, especially administrative staff, had served well and friendly, as evidenced by the statements of 3 (three) informants who were recipients of services expressing satisfaction in receiving services. The same thing was also felt directly by researchers who were satisfied with the friendly and warm attitude of employees to researchers when conducting research at SMK Negeri 8 Makassar. In line with the principles of public service stated in "Discipline, Politeness and Friendliness, namely service providers must be disciplined, polite and polite, friendly and provide services sincerely". Decree of the Minister of State Apparatus Empowerment Number: 63/Kep/M.Pan/7/2003 Concerning General Guidelines for the Implementation of Public Services

3.6 Supporting and Inhibiting Factors in Student Administration Services at SMK Negeri 8 Makassar

Based on the results of the study, the supporting and inhibiting factors are in the dimension of responsiveness. Responsiveness is the desire to be responsive in providing services to service recipients (Arhas, Suprianto, et al., 2022). The ability of responsiveness is one of the most important indicators in providing quality services in order to be able to get a good assessment in the eyes of students, teachers and alumni. According to Akib (2008), the head of the school can be defined as the functional personnel of a teacher or leader of a school where the teaching and learning process is held or a place where there is interaction between teachers who give lessons and students who receive lessons. The success of an educational institution largely depends on the leadership of the principal. Thanks to the leadership in his institution, the principal must be able to bring his institution towards achieving the goals that have been set. School principals must be able to see changes and be able to see the future in a better globalization life. The headmaster shall be responsible for the smooth and successful running of all matters of setting up and managing the school formally to his superiors or informally to the community that has entrusted his students.

This is in line with the results of interviews conducted by researchers that the supporting and inhibiting factors in student administration services at SMK Negeri 8 Makassar are internal factors, namely the existence of the principal, if the type of service requires the principal's signature but the principal is not in place, the service process will be postponed. In line with the results of research that has been conducted by researchers, if the Principal is not in place, the service process will be postponed unless there is an Acting Decree in lieu of the Principal. However, there are several student administration service documents that cannot be represented, one of which is the management of transfer letters so that if the Principal is not in the room, the service process does not run on time and must wait for the presence of the Principal. Conversely, if the principal is in place, the service process will run quickly. Thus, it can be concluded that the supporting and inhibiting factor in the administrative service of the student case at SMK Negeri 8 Makassar, namely the presence of the Principal.

4. Conclusion

Based on the results of research and discussion that have been described in Chapter IV, it can be concluded as follows: 1) The quality of Student Administration Services at SMK Negeri 8 Makassar is in the "Quality" category, this can be seen from the results of research on each dimension, namely: direct evidence (tangible) is complete, reliability is reliable, responsiveness is responsiveness, Assurance is guaranteed, and empathy is good. there are still dimensions that need to be improved so that SMK Negeri 8 Makassar can improve the quality of its services; 2) Supporting and inhibiting factors in student administration services at SMK Negeri 8 Makassar are the presence of the Principal because the Principal is the leader of a school who has the duty to supervise and assist the running of student administration, so if the service requires the signature of the Principal but the Principal is not in place, the service process will be postponed unless there is an Acting Decree in lieu of the Principal. Vice versa, if the principal is in the room, the service process will run smoothly.

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