



The Role of Administrative Personnel in Improving the Quality of Services in Schools

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Abstract: According to the author, the aim of the article is to analyze the role of administrative staff in improving the quality of services in schools. Administrative staff play an important role in supporting the educational process, starting from the role of administrative staff, the quality of educational administrative services, the role of administrative staff in improving the quality of services in schools. By optimizing the role and quality of services, schools can create an environment that is more efficient and responsive to the needs of students, parents and the community. This research uses a qualitative approach by reading various library sources and qualitative analysis as a data collection method. The results show that more professional and skilled administrative staff contribute significantly to improving service quality, both through the level of administrative services and the role of school administrative staff.

Key Word: Administrative Personnel, Quality Improvement, Educational Services

Introduction

One of the spearheads of services in the education sector is administration, namely as an administrative unit that has direct contact with both internal and external services at the school (Hermawan, 2021). Schools as educational institutions are institutions that play an important role in producing human resources (HR) who have high qualifications and competence (Zakhiroh, 2013). Administration is an activity or business that helps, serves, directs or regulates all activities in achieving a goal. Discussions about school administration are quite important discussions, considering that the smooth implementation of teaching and learning activities will be achieved if it is supported by the implementation of good school administration (Muspawi, 2020). In every administration, whether administrative management or operational management for education in schools, it is intended as school administration (Andriani, 2023).

Administration can be viewed as a process and can also be viewed as a task (obligation), administration as an activity process includes planning, organizing, directing or leadership and supervision or control (Parida, 2021). School Administrative Personnel Services (TAS) require human resources who have adequate expertise and abilities in the field of administration. School administrative personnel to support the running of school operations to be effective must have knowledge and skills (Putri, 2023). Competency of School Administrative Personnel (TAS) is the ability obtained by school administrative personnel through education in an education. Competency of school administrative personnel here is the ability to carry out tasks, roles and the ability to integrate knowledge based on experience and learning carried out in the implementation of their work. required operational technical or administrative technical skills in schools (Pramudya, 2018).

The quality of school administration services does not only mean conformity to certain specifications, but this quality is determined by customers in the school, every



person in the school is seen as having potential (Rusdianti, 2024). The quality of administrative services is the output that is delivered well and standardized through an administrative service. The quality of administrative services can also be interpreted as service quality, namely the extent to which the administrative services provided by the company meet the needs and expectations (Kemaswati, 2016). Quality or quality of service is the expected level of excellence and control over this level of excellence to meet consumer expectations, the quality of administrative services also has added value or superiority from the performance or service expected by students regarding administrative services (Waslia, 2023).

Improving the quality of educational services is not easy, sometimes organizers often face problems (Supriyanto, 2017). Quality of administrative services is the collaboration of a group of people in providing services from service providers to customers that meet and exceed the expectations of the parties or customers (Aliyah, 2021). Good quality educational services will create a learning environment that supports students' development as best as possible, allowing them to achieve their best potential and provide meaningful results in education (Fahmi, 2016). Quality or satisfaction is used as a reference for success in providing services to consumers, if quality the services of these educational institutions are less than optimal and will affect the decline in the quality of education. Service quality can be used as a strategy for an educational institution to meet consumer satisfaction. Consumer satisfaction depends on how the institution creates the right strategy to improve the quality of the institution (Ilma, 2022).

Method

This research analysis strategy or methodology involves the use of literature review techniques. This study's analytical approach uses tools to conduct a literature review. There are several sources that can be accessed for literary studies, including books, journals, documents, the internet, and libraries. The literary study approach requires a number of tasks related to collecting reading material, reading and taking notes, and finding reading sources. The writing style used focuses on the results of the writing in relation to the topics and problems related to this writing. In this article, what is carried out is to compile and evaluate research that is relevant to the topic being considered from various sources of books, journals or existing research in which the researcher explains how the role of school administration staff can help schools provide higher quality services and improve quality. school administration services become better quality. In this article the researcher tries to collect various theories about the problem being investigated, which are then used as a basis for defending the research conclusions. In addition, the researcher uses analytical methods, including analysis of information sources obtained through compiling previously obtained literature. This can help researchers analyze and collect related data in order to compile and complete articles about the role of school administration staff in improving the quality of services in schools.

Result and Discussion

Role of Administrative Staff

The role of School Administrative Staff (TAS) is as a resource management resource who can facilitate administrative tasks (helping, serving, or directing tasks) so



that the educational process runs as expected (Yudela, 2022). School administrative staff are educational staff who are tasked with providing administrative service support for the implementation of the education process in schools (Pandi, 2022). School Administrative Staff (TAS) have an important role in school management such as school correspondence, student administration, teaching and education staff administration, and curriculum administration. Therefore, it is important to empower TAS's abilities and competencies so that all their energy and time can be optimally devoted to school (Gunawan, 2018)

The role of school administrative staff is to prepare to manage and expedite school activities both technically and managerially. School administrative staff are often referred to as school supporting staff or school administrative staff, where administrative staff are a group of human resources in schools who are not involved in student learning activities. but provides support for the smooth running of the learning process and administrative activities in schools (Annur, 2021). The competencies of school administration staff consist of generic competencies and specific competencies, the generic components are personality competencies and social competencies which are intended for all school administration staff, while the specific competencies are the competencies of the head of administration and the competencies of administrative staff (Hermansyah, 2024). The duties or roles of school administration staff are not only about writing but also related to all important information needed by organizational institutions and schools (Susilawati, 2020).

Improving The Quality of Educational Administration Services

Service quality is a condition where every action or activity carried out is offered to users of educational services, who then feel satisfied with the services provided by school administration staff (Jamilatul, 2022). The quality of administrative services is the extent to which administrative activities in an educational institution reach the desired quality standards. In educational administration, the quality of administrative services is very much considered (Nur, 2024). Improving the quality of administrative services is not easy, you could say it is impossible, often encountering obstacles. This increase can be achieved if there is an improvement program which is the most important part of school management (Achmad, 2023). The quality of educational services is an increase in the development of educational institutions which influences the quality of educational services through productive human resources, the quality of educational services including performance, time, reasonableness, reliability. Improving the quality of educational services is influenced by the leadership style and environmental conditions of educational institutions (Safitri, 2023).

The implementation of improving quality culture in schools is very appropriate to implement, because quality culture is a system that not only reduces educational problems, but is also a model that prioritizes continuous improvement. The development of a school quality culture in education is carried out by improving services to meet the desires and expectations of customers (Aeni, 2021). Improving service quality is centered on efforts to fulfill consumer needs and desires as well as delivery provisions to balance consumer expectations, namely the existence of a match between expectations and management perceptions (Doni, 2023). The quality of administrative services is centered on efforts to fulfill customer needs and desires as well as accuracy of delivery to match customer expectations. Quality is an important



strength that can produce success both within the organization and institutional growth. This can also be applied in the provision of quality educational services (Widdah, 2021).

Conclusion

Based on the description above, it is clear that the successful implementation of all educational institution operations in schools is a key factor in determining the success of an educational institution. Based on the results of the study presented, it is clear that administrative employees are involved in helping, serving or leading the work so that the educational process can run well. School administration employees are tasked with supporting the implementation of the educational process in schools. Therefore, in order for administration to carry out its obligations and activities effectively, the administrative field requires knowledge and skills. Meanwhile, everything that meets the demands and desires of those involved or interested in the educational process is a process of improving the quality of educational administration services. To support the implementation of teaching in schools efficiently, improving the quality of services is carried out systematically by planning, implementing and managing them as well as making additional efforts related to the implementation of the functions of school administrative staff

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Proceedings Series of Educational Studies
Proceedings of the International Seminar Universitas Negeri Malang Indonesia – Universiti Malaya Malaysia
Building a Culture of Professional Learning Communities in Asia
Kota Malang, 26 September 2024
Aula FIP Gedung D3 Fakultas Ilmu Pendidikan Universitas Negeri Malang



Layanan Administrasi Non Akademik. *Didaktika*, 19(2), 59–70.