

Quality of Educational Services in Islam Perspective

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Abstract. This paper will discuss the quality of education services which is a guarantee of educational services in educational institutions by established standards and able to meet the desires of its customers. In growing the quality of education services, educational institutions should give prior strength to the importance of the variety of services to be provided to its customers. The quality of education services in question is to provide an optimal service model in meeting customer needs, wants, expectations and satisfaction. The quality model of service related to satisfaction is determined by the five elements of responsiveness, assurance, tangible, empathy and reliability. The concept of the quality of this educational service fundamentally shapes the attitudes and behaviors of service developers to provide a secure and fundamental form of service, to be assessed according to the quality of service received, as described in the Qur'an, Surah al-Baqarah, verse: 267.

Keywords: Quality of Service, Educational Institutions, and Islam

1. Introduction

In conditions of increasingly fierce educational competition, the main thing that must be considered by educational institutions is the issue of quality of service to customers in order to survive, compete and dominate the market. Head of an educational institution should know what things are considered important by the customer and head of educational institutions should be able to try to produce the best performance (performance) as possible so as to satisfy customers.

In relation to the service to the customer, all parties engaged in service delivery must be aware that the existence of loyal customers is a support to the success of educational institutions. Thus, they must place consumers as a very valuable asset, because in reality there is no single organization, especially educational institutions that will be able to survive when left by its customers.

Good service is a big attraction for customers, so the education world often uses it as a promotional tool to attract customers. Quality and customer satisfaction are very closely related. Quality encourages customers to forge strong bonds with educational institutions. In the long run, these ties allow educational institutions to understand carefully the expectations of their customers and their needs. The quality of the service will center on efforts to meet customer needs and desires and the precision of delivery to compensate for customer expectations.

Under conditions of intense educational competition, which should be prioritized by educational institutions is customer satisfaction in order to survive to compete and dominate the existing market. Customer satisfaction is determined by the quality of service customers want, so quality assurance is a top priority for every educational institution at this time, especially as a benchmark is the superiority of competitiveness to existing educational institutions.

2. Result and discussion

2.1 Quality Of Service

A service is said to be of quality if it can give satisfaction to its consumers as a whole, that is in accordance with what is expected by the consumer for services provided by service provider. Garvin and Davis argued that quality is a dynamic condition associated with products, people/labor, processes and tasks and environments that meet or exceed consumer expectations [1].

Quality of service as a measure of how good the level of service provided is able to match customer expectations [2]. Quality of service can be defined as how far the difference between the reality and the customer's expectation of the service they receive from the service provider [3]. Quality of service is realized through the fulfillment of the needs required by consumers as well as its delivery decisions to compensate the expectations desired by consumers of the service providers.

The quality of the services provided by the service provider should be started from the fulfillment of the needs desired by the consumer and end with the customer's satisfaction with the service provided by the service provider. As a party who feels and needs the services of the service provider, the consumer is a party that has an important role in assessing the quality level provided by the service provider, in other words, the quality of the services provided by the service provider is determined by the consumer. As Farid Jasfar points out that:

Quality of service is a very complex discussion because the quality of service assessment is different from product quality, especially the unreal nature and the production and consumption runs in a stimulant manner, so, the quality of service is how the customer response to the services consumed or felt [4].

According to Fandy Tjiptono, in his book "Principles of Total Quality Service," the quality of service is a strategic and integrative management system that involves all managers and employees, and uses both qualitative and quantitative methods to continually improve organizational processes, can meet and exceed customer needs, wants, and expectations [5].

Based on the description above, it can be understood that the quality of service is any form of an activity implemented by the service providers to meet the needs desired by consumers. Services provided to consumers in the form of ease, speed, relationship, and ability addressed through the attitude and nature of service providers in providing services for customer satisfaction.

2.2 Quality Concept of Education Services

The quality of education services is a form of activity undertaken by education service providers in educational institutions that can provide satisfaction to their customers (students, guardians, and community), as Ikke Dewi Sartika suggests:

Quality can be the ability, goods, and service. The quality of education can point to the quality of the process and the quality of the results. An education can be qualified in terms of the process if the learning process takes place effectively and learners experience a meaningful learning process and also gain useful knowledge both for themselves and for others who are reasonably supported by the resources (human, funds, facilities, and infrastructure) [6].

In providing services to consumers (students, guardians, and community), service providers in education will get a statement from their customers between satisfactory or unsatisfactory. As Parasuraman, suggests that:

The concept of quality of service is said to be of quality if the service is expected to be smaller than the perceived service (quality). It is said the concept of service quality meets expectations if the expected service is the same as perceived (satisfying). Similarly, said perception does not meet expectations if the expected service is greater than the perceived service (not qualified) [7].

The concept of the quality of education services is the existence of educational services in educational institutions in accordance with the standards set by the education service providers to meet consumer desires. As in the school's accreditation policy, it is noted that:

What is meant by the quality of education services is a guarantee that the process of organizing education in schools in accordance with what should happen and in accordance with the expected, so that the quality of education is in accordance with what should and what is expected to be ceiling (benchmark) [8].

One of the factors that determine the quality of education services is the ability of educational institutions in providing services to consumers, where the quality of service can be realized according to customer expectations. Fandy Tjiptono, suggests that the quality of service itself is determined by the ability of the company to meet customer needs and desires in accordance with customer expectations [2].

Based on the description above, it can be understood that the concept of the quality of education services is the ability of educational institutions in meeting consumer expectations by providing services during the ongoing and after the transaction takes place so that consumers get satisfaction on educational services organized educational institutions. Without the process of quality education services in educational institutions, it is impossible to obtain quality education services; in other words, there will be no consumer satisfaction.

2.3 Quality of Educational Services in Islam Perspective

The concept of Islam teaches that in providing services of a business that is run either in the form of goods or services, do not give a bad or not quality, but the quality to others, as the word of Allah SWT, in Surah al-Baqarah, verses: 267:

O ye who believe! Spend of the good things which ye have earned, and of that which we bring forth from the earth for you, and seek not the bad (with intent) to spend thereof (in charity) when ye would not take it for yourselves save with disdain; and know that Allah is Absolute, Owner of Praise.

The concept of quality education service in an Islamic perspective is a product, which when coupled with service will result in a power that provides more benefits, which involves a high interaction between service providers and consumers. There are five basic models that determine the quality of education services in the Islamic perspective [9], as follows:

2.3.1 Responsiveness

Quality of responsiveness service is a form of service in explaining, so that people who are given service responsive and responding service received so that required existence of a quality element of service of responsiveness, as follows: (1) Provide a wise explanation in accordance with the forms of service it faces. Such wise explanations lead the individual who gets the service to be able to understand and approve all forms of service received. (2) Provide a detailed explanation of the form of a substantive explanation of the service problem faced, which is clear, transparent, brief and accountable. (3) Provide guidance on forms of service that are deemed to be lacking or not in accordance with the terms or procedures of service shown. (4) Directing any form of service from the individuals served to prepare, implement and follow the various terms of service to be met. And (5) persuade the person being served in the face of a matter that is deemed to be contradictory, contrary to or inconsistent with applicable procedures and regulations [10].

With regard to the willingness or willingness of employees in providing quick and precise service to consumers. Speed and accuracy of service with regard to professionalism. In the sense of a professional employee, he will be able to provide services appropriately and quickly. This professionalism is shown through its ability to provide services to consumers. As mentioned in the word of Allah SWT in Surah An-Nisa, verses: 58:

Lo! Allah commandeth you that ye restore deposits to their owners, and, if ye judge between mankind, that ye judge justly. Lo! Comely is this which Allah admonisheth you. Lo! Allah is ever Hearer, Seer.

2.3.2 Assurance

Guarantees for the services provided by the service provider are determined by the performance or performance of the service, so it is believed that service providers are able to provide reliable, independent and professional services that impact on service satisfaction received, and can enhance positive perceptions and value for consumers against provider's services [10]. This assurance can increase trust, secure, free from risk or hazard, so as to make the customer feel satisfied and grow a sense of loyalty to the service provider institution. The good of the services provided determines the success of the institution or service Provider Company. By providing services that show courtesy and gentleness are a guarantee of security for consumers and that impact on the success of service providers, as the word of Allah SWT in Surah Ali Imran, verses: 159:

It was by the mercy of Allah that thou wast lenient with them (O Muhammad), for if thou hadst been stern and fierce of heart they would have dispersed from round about thee. So pardon them and ask forgiveness for them and consult with them upon the conduct of affairs. And when thou art resolved, then put thy trust in Allah. Lo! Allah loveth those who put their trust (in Him).

2.3.3 Tangibles

Tangibles in the quality of service is a form of actual physical realization visible or used by employees in accordance with their use and utilization that can be felt to help the service received by people who want the service, thereby satisfied with perceived service, which also shows the performance of service delivery which is given [7]. In the Islamic concept of service concerning the physical appearance should not indicate luxury. Facilities that make consumers feel comfortable, but not a facility that highlights luxury, as the word of Allah SWT, surah At Takasur, verses: 1-5:

Competition in (worldly) increase diverts you (1) Until you visit the graveyards (2) No! You are going to know (3) Then no! You are going to know (4) No! If you only knew with knowledge of certainty (5).

2.3.4 Empathy

Each activity or activity requires an understanding and understanding of the unity of assumptions or interests of a matter related to the service. The Service will run smoothly and qualified if any party with an interest in the service has a sense of empathy (empathy) in completing or maintaining or having the same commitment to the service [7]. The embodiment of this empathy attitude makes the consumer feel his needs are satisfied because he is well served. Willingness to give attention and help in improving the perception and positive attitude of consumers to the services of the institution. This, can bring joy, satisfaction and increase customer loyalty. About empathy, as illustrated in the hadith of the Prophet Rasulullah SAW:

قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ: مَنْ كَانَ فِي حَاجَةِ أَخِيهِ فَإِنَّ اللَّهَ فِي حَاجَتِهِ وَمَنْ فَرَجَ عَنْ مُسْلِمٍ كُرْبَةً فَرَجَ اللَّهُ عَنْهُ بِهَا كُرْبَةً مِنْ كُرْبِ يَوْمِ الْقِيَامَةِ (رواه مسلم)

The Meaning of Hadith:

Whoever is sufficient for the needs of his brother, undoubtedly God will meet his needs, and whoever releases distress experienced by a Muslim, then Allah will avoid it from distress on the Day of Judgment. (Muslim)

2.3.5 Reliable

Each service requires a form of service that is reliable, meaning that in providing services, each service providers are expected to have the ability in knowledge, skills, independence, mastery and professionalism work high so that work activities done to produce a satisfactory service, without any complaints and impressions redundant service received by the community [7]. Service can be said to be reliable if the agreement has been expressed accurately. Accuracy and accuracy are what will foster consumer confidence in service provider institutions. In this context, God also wants His people to fulfill the promises made and declared, as the word of Allah SWT, Surah An-Nahl, verse: 91:

وَأَوْفُوا بَعْدَ اللَّهِ إِذَا عَاهَدْتُمْ وَلَا تَنْفُضُوا الْأَيْمَانَ بَعْدَ تَوْكِيدِهَا وَقَدْ جَعَلْتُمُ اللَّهَ عَلَيْكُمْ كَفِيلًا إِنَّ اللَّهَ يَعْلَمُ مَا تَفْعَلُونَ

The Meaning Of Verses:

And fulfill the covenant of Allah when you have taken it, (O believers), and do not break oaths after their confirmation while you have made Allah, over you, a witness. Indeed, Allah knows what you do.

3. Conclusion

The quality of service is any form of an activity implemented by the service providers to meet the needs desired by consumers. Services provided to consumers in the form of ease, speed, relationship, and ability addressed through the attitude and nature of service providers in providing services for customer satisfaction.

The concept of the quality of education services is the ability of educational institutions in meeting consumer expectations by providing services during the ongoing and after the transaction takes place so that consumers get satisfaction on educational services organized educational institutions. Without the process of quality education services in educational institutions, it is impossible to obtain quality education services, in other words, there will be no consumer satisfaction

Educational institutions as a service that involves high interaction between providers and service users, there are five basic models that determine the quality of education services, described by applying the concept of "RATER" that is: responsiveness, assurance, tangible, empathy and reliability. The concept of Islam teaches that in providing services of a business that is run either in the form of goods or services, do not give a bad or not quality, but the quality to others, as the word of Allah SWT, Surah al-Baqarah, verses: 267.

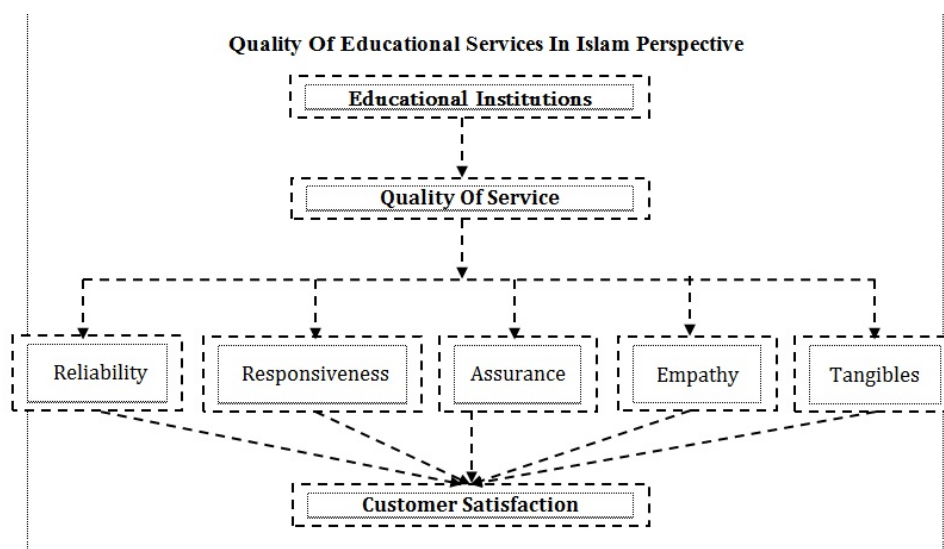


Figure 1. Quality of Educational Services in Islam Perspective

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