THE STRATEGY OF EXCELLENT SERVICE TO INCREASE CUSTOMER SATISFACTION IN BIMBINGAN BELAJAR RUMAH PINTAR SOLUSI PURWOKERTO



THESIS

Submitted to Faculty of Tarbiya and Teacher Training State Institute of Islamic Studies (IAIN) Purwokerto for requirement for Undergraduate Degree in Education (S.Pd)



By:

ISLAELATUL MUKAROMAH NIM. 1617401016

MANAGEMENT OF ISLAMIC EDUCATION FACULTY OF TARBIYA AND TEACHER TRAINING STATE INSTITUTE OF ISLAMIC STUDIES PURWOKERTO 2020

STATEMENT OF ORIGINALLY

Here with I,

Name	: Islaelatul Mukaromah
Student Number	: 1617401016
Grade	: S1
Department	: Management of Islamic Education
Faculty	: Tarbiya and Teacher Training

Declare that this Thesis script entitled "The Strategy of Excellent Service to Increase Customer Satisfaction in Bimbingan Belajar Rumah Pintar Solusi Purwokerto" is entirely my own research outcome or work, except in given parts which are cited sources.

> Purwokerto, 13rd May 2020 I who declare

	TERAL TEMPEL Eresoahf321270921 Eresoahf321270921	
IAIN	Islaelatul Mukaromah S.N. 1617401016	





ENDORSEMENT

This Thesis, entitled

THE STRATEGY OF EXCELLENT SERVICE TO INCREASE CUSTOMER SATISFACTION IN BIMBINGAN BELAJAR RUMAH PINTAR SOLUSI PURWOKERTO

Written by Islaelatul Mukaromah, Student Number 1617401016, Management of Islamic Education Program, Faculty of Tarbiya and Teacher Training, State Institute of Islamic Studies (IAIN) Purwokerto, was examined on Monday, 8th of June 2020 and declared qualified for achieving Undergraduate Degree in Education (S.Pd).



OFFICIAL MEMORANDIUM OF SUPERVISOR

The Honorable, Dean Faculty of Tarbiya and Teacher

Training of State Institute of Islamic Studies (IAIN) Purwokerto In Purwokerto

Assalamu'alaikum Warahmatullahi Wabarakatuh

Having guided, analyzed, direct, and corrected writing a thesis by Islaelatul Mukaromah (Student Number: 1617401016) entitled:

"THE STRATEGY OF EXCELLENT SERVICE TO INCREASE CUSTOMER SATISFACTION IN BIMBINGAN BELAJAR RUMAH PINTAR SOLUSI PURWOKERTO"

I recommend the thesis to be submitted to Dean Faculty of Tarbiya and Teacher Training, State Institute of Islamic Studies Purwokerto, to be examined and declared qualified for achieving Undergraduate Degree in Education (S.Pd).

Wassalamu'alaikum Warahmatullahi Wabarakautuh

Purwokerto, 15th of May 2020 Supervisor,

<u>Dr. Suparjo. M.A</u> NIP. 19730717 199903 1 001

THE STRATEGY OF EXCELLENT SERVICE TO INCREASE CUSTOMER SATISFACTION IN BIMBINGAN BELAJAR RUMAH PINTAR SOLUSI PURWOKERTO

Islaelatul Mukaromah S.N. 1617401016

Management of Islamic Education Faculty of Tarbiya and Teacher Training State Institute of Islamic Studies (IAIN) Purwokerto

Strategy of excellent service is very needed to satisfy customer, and every member of institution. Strategy must be realize by action as professional. In the globalization era, many non-formal educational institutions have developed. These developments are influenced by the quality of service implemented. Many non-formal institutions are already well-known and have names because of their good quality. The more institutions that are established make the competition tighter. Rumah Pintar Solusi Purwokerto use strategy of excellent service to complete available service that have served. There are some suggestion from the customer add some additional program. So, strategy of excellent service must be implemented in this situation. The institution has effort to realize a motto by a strategy of excellent service. Cooperation between members is also very much needed to support existing program.

In this research, research method use a descriptive qualitative method. This research method is used to present a picture or reality that is available through a description. The writer try to collect a facts and describe how can strategy of excellent service can be implemented in this tutoring. In collecting data, writer used non participant observation, semi-structured interview and documentation.

The result of research are: 1) service available; (administrator servant and qualified teacher; 2) the facilities that support excellent service; 3) the strategy of excellent service that adopted like the institution attempt to provide additional services to satisfy customers with provide additional hours for daily tests, midterms, UKK, homework consultations and majors selection counselling; 4) analysis customer satisfaction by box suggestions that available in this tutoring and also paper for critics and suggestion.

Keywords: strategy, excellent service and customer satisfaction

ΜΟΤΤΟ

Talk Less Do More Our parents are the greatest gift in a life Patience is needed when you want to achieve a success



DEDICATION

I dedication this thesis to:

My beloved parents, Ali and Fatimah who always pray for their children in this

life journey

My handsome brother Iqbal Nur Iskandar who always

help me and make my dream become true

All of my family in my village, Purwokerto and etc.

My lovely friend Kuni Akhila Sofia, Seli Fadriyah, Ismi Nurprastika, Anisatul Khusna, Syafiqa Rismilla, Ulfa Nurtionita, Nurul Fajri Maria Ulfa who make me have biggest reason to keep strong



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Finally I hope that this thesis will be useful for everyone who read it and give benefit input for Management Learners, the lectures and the researcher's in Excellent Service and Customer Satisfaction.

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- 17. Certificate of KKN

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CHAPTER I INTRODUCTION

A. Background of the Problem

Education is one of development element that has a function as a tool to increase political awareness, social awareness, increase the number of skilled workers and increase trained human resources. These three functions cannot create by educational institutions whose names are schools, and therefore there must be possible alternatives to achieve these functions, through non-formal education. "As a basic human need" means that everyone needs education to get extensive knowledge, good attitude in their lives, life skills to make good relationship in their lives. These skills must be possessed, in order to be developed in the future and survive in an ever changing environment.¹

In the history of human life, education is carried out through informal processes that are integrated in life. Human learn languages, behave, values to become effective members in society through individuals in society. Except informal education, humans also know education outside of school that called non-formal education.

Non-formal education is a necessary, because every country in the world must be a group that need service education before they enter to school, after they go out from their school, or when they have chance to enjoy learning in the school. Before they enter to the school, we know it by kinder garden education. For those who have completed school, education is carried out to increase knowledge or skills to keep abreast of the times, both in the work world or not. For those who do not have the opportunity to go to school, education is needed to replace it with equal education, so they can survive. For those who are still in school, education serves to supplement or increase certain knowledge and skills. All of these learning necessary are useful for improving their skills in order they can overcome life's difficulties or can overcome

¹ M. Saleh Marzuki, *Pendidikan Nonformal: Dimensi dalam Keaksaraan Fungsional, Pelatihan dan Andragogi* (Bandung: Remaja Rosdakarya, 2010), p. 95-97.

environmental challenges, both the physical and social environments.²

In the globalization era, society demand an increasing quality of performance through excellent service. Organization has employed best strategies to provide higher quality of product and service to rise their customer satisfaction. Good service must fulfill standard of service determined or more than standard. This best service will increase competitiveness each institution. Service are dignified as complex because it is unlike from physical goods, it is more critical to define them, but service concept is an vital part of the strategic advantage following processes of service design, service growth and service improvement.³

Developing excellent service is one part of effort to give briefing creativities of the company. Excellent service must be support by quality of human resource that can developing the strategy of excellent service. Skill, attitude and motivation are part effort supporting excellent service. So, strategy of excellent service will be successful when every element can work together as good as possible.⁴

As one of the non-formal institution in education, Bimbingan Belajar or in English is "tutoring" must give excellent service for the customer service. Related from this thing, manager have to do some effort for increasing quality of service. It can be trough the strategy of excellent service. In this era, a lot of non-formal institution compete each other to satisfy their customer, both of service quality or service provided. For example in this Bimbingan Belajar Rumah Pintar Solusi give a service excellent as like in their motto "*kekeluargaan*" and "*mudengin*". the reason is to give best service and fulfillment customer in order they get satisfy and feel comfortable to learning in non-formal institution. The main thing priority is about customer satisfaction

² Saleh Marzuki, *Pendidikan Nonformal: Dimensi dalam Keaksaraan Fungsional, Pelatihan, dan Andragogi* (Bandung: Remaja Rosdakarya, 2010), p. 106.

³ Asmina et.al, Examining The Relationship Between Service Excellence and Customer Delight: Mediating Role Of Customer Satisfaction, file:///D:/MPI/FILE%20SKRIPSI/donload/bab%201..pdf accessed on 10 January 2020.

⁴ Ratna Suminar and Mia Apriliawati, Pelayanan Prima Pada Orang Tua Siswa di Sempoa SIP TC Paramount Summarecon, *Journal Sekretari*, Vol. 4, No. 2, June 2017, p. 1-4.

in order they can survive, compete and dominate the market. Besides, the leader must have big effort to produce best performance trough excellent service, so it can make the customer satisfied.⁵

Based on interview 26 September 2019 with one of teacher and manager in this bimbingan belajar, researcher got some information about strategy of excellent service implicated in this this tutoring. It could be seen from the attitude, attention, action and etc. So in this thesis, writer will research deep about the strategy of excellent service to increase customer satisfaction in Bimbingan Belajar Rumah Pintar Solusi Purwokerto.

B. Operational Definition

1. Strategy of Excellent Service

Service is a way of serving in the form of efforts or actins to prepare and take care what the customer need is. Excellent show the quality of product or service that exceeds standard, so that customer feel something that exceeds their expectations. Excellent service is good service that can satisfy customers, and community and any others as well as possible as the expectation. Strategy is an organization's action plan to achieve the mission. Each functional area has a strategy for achieving its mission and for helping the organization reach the overall mission. These strategies exploit opportunities and strengths, neutralize threats, and avoid weaknesses.⁶

Excellent service starts from the efforts of business people to provide the best service as a form of corporate concern to consumers. Simply, service excellent is the best service in meeting the expectations and customers necessary. In other words, service excellent is a service that fulfill quality standards determined.⁷ Excellent service is an effort made by the company to serve the buyer (customer) as well as possible, so that it can

⁵ Andi Muhammad Irfan, "Pengaruh Kualitas Pelayanan, Harga, dan fasilitas Yang diberikan Kenari *Waterpark* Bontang Terhadap Tingkat Kepuasan Pelanggan", *Jurnal Al-Infaq: Ekonomi Islam.* 2018, Vol. 9, No. 2, accessed on 16th October 2019, at 1: 40 am WIB.

⁶ Jay Heizer, et al, *Operations Management Sustainability and Supply Chain Management* (England :Pearson Education, 2017), p. 74.

⁷ Freddy Rangkuty, *Customer Care Excellence: Meningkatkan Kinerja Perusahaan Melalui Pelayanan Prima* (Jakarta: Gramedia Pustaka Utama, 2017), p. 49.

provide satisfaction to customers and meet the needs and desires of customers, both in the form of products or services. Excellent service is also the best service provided by the company to meet the expectations and needs of customers, both customers inside the company and outside the company.⁸

From those definition, the writer can conclude that the strategy of excellent service is a plan, vision and trick used by someone to reach best quality in their institution or company in line with expectation.

2. Customer satisfaction

Customer satisfaction is determined by customer perceptions of the performance of products or services in meeting expectation. Give satisfaction to the customer well will maintain and increase the business of the institution itself. John C. Mowen, Michael Minor identify customer satisfaction is all attitude that appearance from the customer services after getting or using the product. Sometimes the customer is not satisfied with existing services, but the institution tries to provide the best service they have.⁹

Customer satisfaction is one indicator of the success of a business. Because, satisfy a customers can increase their advantages and get more customers. Satisfaction is the one of feeling of someone who after comparing the performance or results with the expectation.¹⁰ Generally, customer satisfaction or dissatisfaction is a difference between expectations and perceived performance. Kotler said that level of satisfy is: "Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome in relation to his or her expectations".¹¹

⁸ Daryanto dan Ismanto Setyobudi, *Konsumen dan Pelayanan Prima* (Yogyakarta: Gava Media, 2014), p. 1-4.

⁹ Firmansyah, Strategy Pelayanan Prima (SPP) untuk Kepentingan Serta Kepuasan Pelanggan dan Masyarakat, *Journal STIE Kusuma Negara*. Accessed on Friday 20 May 2020.

¹⁰ Daryanto dan Ismanto Setyobudi, Konsumen dan Pelayanan Prima..., p. 4.

¹¹ Freddy Rangkuty, *Customer Care Excellence*...., p. 311.

Writer can make definition from the statements above that customer needs service excellent. In service excellent also need a strategy, because the strategy will make service excellent delivery easier. So the strategy of service excellent will direct the institution or company easily to make the customer satisfy.

3. Bimbingan Belajar Rumah Pintar Solusi

Rumah pintar solusi is non-formal institutions engaged in education. This institution give a serving to the student of SD-SMP and SMA. It was built on August 8, 2007 by Mr. Agus Priyambodo S.T. He was a teacher in one of great tutoring in some place around East Java. He teach mathematic and chemistry. Firstly, some of his students come to him house one by one to studying. So, he decided to build a house for tutoring. The first place was located in Jl. Banowati No. 31 Jatiwinangun Purwokerto. Then the building was added in Jl. Banowati No. 10 Jatiwinangun Purwokerto and Jl. Mardikenya No. 04 Kranji Purwokerto because increasing the customer. Rumah pintar solusi could increase customer satisfaction because best solution and service with a motto *"kekeluargaan"* and *"mudengin"* for the students.

According the explanation above, the title "The Strategy of Service Excellent to Increase Customer Satisfaction in Bimbingan Belajar Rumah Pintas Solusi Purwokerto" is to know and explain how they can make customer satisfy with their service.

C. Problem Statement

Based on the background, the writer make the statement of problem: "How is the strategy of excellent service to increase customer satisfaction in Bimbingan Belajar Rumah Pintar Solusi Purwokerto?"

D. Aim and Benefit of Study

1. Research Objective

The objective of this research is to describe the strategy of excellent service to increase customer satisfaction in Bimbingan Belajar Rumah Pintar Solusi, Purwokerto.

- 2. Research Significance
 - a. Theoretically
 - 1) This research can give information about developing non-formal institution in modern era.
 - To develop and improve knowledge and experiences for researcher and also the reader.
 - 3) Especially for student of Management of Islamic Education to increase their ability in managing an institution well,
 - 4) This research can be reference for other researcher related to this research
 - 5) To get more information about service excellent and how to make a customer satisfy.
 - b. Practical Terms

Practically, this research can be used as reference for readers who are interested in strategy of service excellent and customer satisfaction.

1) For the writer

This research can give more knowledge to the writer about the strategy of excellent service to increase customer satisfaction.

2) For the Institution

This research contribute thoughts to the institution in solving of problem about excellent service.

3) For the Bimbingan Belajar Rumah Pintar Solusi

This research can give benefit to this bimbingan belajar in having a good relations to institution.

E. Literature Review

A literature review is a description of the importance of the research conducted by the researcher. Service excellent and customer satisfaction has written in many thesis, journals, and books. It will describe as following:

Sri Atun Chasanah in her thesis explains about good service to satisfy customer. Her research is in Islamic economic perspective but writer's thesis applied in education management. Customer satisfaction is measured from best service giving after the customer used the product. But in writer's thesis, customer satisfaction measure by service excellent, start from the attitude, attention, action etc, that given to the customer.

Responsibilities and excellent service on customer satisfaction: Case Study of DKI Islamic Bank (Muhammad Yunanto etc, 2012). The difference between writer thesis with this journal is in the method of research. To measuring the responsibilities, they use quantitative method by sampling technique. The object of this study is clients, but writer's applied to customer in non-formal institution. But there is a similarity from the variables of excellent service such us the ability, attitude, appearance, attention, action, comfort, accuracy, relate significantly to customer satisfaction.¹²

Analysis the effect of service quality, price advantages, and marketer's behavioral towards customer satisfaction in order to increase customer loyality. The Journal of Edwin Krisna Nugroho et al (2018). Customer satisfaction be measure not only from the excellent service. In this journal, we can see that customer satisfaction measure from the service quality, price advantages, and marketer's behavioral. According to the writer, there is a same between this title. In the journal mention of service quality, price advantages, and marketer's behavioral, it conclude of excellent service. The research method from this journal are population and sample, analysis of test data use a validity and reliability test, and analysis model. But in writer thesis, using the qualitative

¹² Muhammad Yunanto et al. "Responsibilities and Excellent Service on Customer Satisfaction: Case Study of DKI Islamic Bank", *International Conference on Management Education Innovation*. 2012, Vol.37, accessed on 17th October 2019, at 11.04 am WIB

method to knowing what excellent service those can make the customer satisfied.¹³

F. Systematic of Writing

To facilitate an understanding of this whole in this study, the authors compiled it into five chapters, and each chapters consist of several subchapters. It will describe with the following description:

Chapter I, introduction. it consist the background of the problem, affirmation of term, problem formulation, purposes and benefits of research, literature review, methodology of research and systematic writing

Chapter II. It consist about theory investigation about strategy, service excellent, customer satisfaction, and Bimbingan Belajar Rumah Pintar Solusi.

Chapter III contains the research method and consist of six sub-chapters namely type of research, location of research, object, and subject research, data source, technic of data collection, and technic of the data analysis.

Chapter IV contains a discussion of the results of research that background the object of research of Bimbingan Belajar Rumah Pintar Solusi Purwokerto presentation of results data, and data analysis.

Chapter V contains closing, presented conclusions, suggestions, then bibliography, appendices, and curriculum vitae.

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¹³ Edwin Krisna Nugroho et al. Analysis The Effect of Service Quality, Price Advantages, and Marketer's Behavioral Towards Customer Satisfaction in Order to Increase Customer Loyality. 2018, Vol. XVII, No. 1, V, accessed on 17th October 2019, at 11.16 am WIB.

CHAPTER II LITERATURE REVIEW

A. Strategy of Excellent Service

1. Definition Strategy of Excellent Service

Strategy comes from Greek language "*strategos*" from "*stratos*". Stratos means "*military*" means "to lead". Russel and Taylor stated that strategy is a general vision that unites the organization, provides a reference for consistency in decision making, and will keep the company moving in the right direction.¹⁴ Henry Mintzberg in his book "The Rise Fall of Strategic Planning" said that (1) strategy is a plan, a how, a means of getting from here to there; (2) strategy is pattern in actions over time; (3) strategy is position that is reflect decision to offer particular product or services in particular markets; (4) strategy is perspective, that is, vision and direction.¹⁵

Strategy is an organization's action plan to achieve the mission. Each functional area has a strategy for achieving its mission and for helping the organization reach the overall mission. These strategies exploit opportunities and strengths, neutralize threats, and avoid weaknesses.¹⁶ Definition of the strategy according to some figure, such as:

- a. Ansoff said that the strategy is a guideline for decision making based on the determinants market scope, growth rate, competitive advantage, and synergy.
- b. Alfred D. Chandler said, strategy is the formulating basic long term goals and objectives of an organization and the implementation of course of actions and the allocation of necessary resources for carrying out these goals.
- c. Harvard professor and editor of the Harvard Business Review Kenneth Andrews said, strategy as a pattern of decision in an organization which formulates goals, objectives, and purposes and produces principle

¹⁴ Murdifin Haming dan Mahmud Nurnajamudin, *Manajemen....*, p. 37.

¹⁵ Rachmat, *Manajamen....*, p.2.

¹⁶ Jay Heizer, et al, *Operations Management Sustainability....*, p. 74.

policies and plans to achieve those goals and defines the economic and non-economic contribution it going to make its stakeholders.¹⁷

Excellent service describe as being a journey, not a destination because the pursuit of excellent service never ends. It is also not something that you do to people, it is a goal that you attain with people. Excellent service is often interpreted in different ways. We define it as:

- a. An intrinsic desire to go above and beyond to please and delight the customer.
- b. Consistently enhancing the service experience for the customer.
- c. Investing in the proper resources, systems, and processes to support this concept (selection, skill knowledge, work environment, reward and recognition).
- d. Creating a culture of continuous improvement; it cannot be perceived as a program of the month.
- e. Using your customer and employee satisfaction survey feedback to elevate service levels.

Simply defined, excellent service is the sum total of alignment, consistency, accountability, teamwork, and empowerment.¹⁸

Excellent service according to Rahmayanty are :

- a. The best service which can fulfill customer hope.
- b. Service that has quality nice.
- c. Service with high quality standard and always update necessary of customer in globalization era consistently and accurately.
- d. Service that fulfill practical needs and emotional needs of the customer.¹⁹

Service excellence starts from the efforts of business people to provide the best service as a form of corporate concern to consumers. Simply, service excellent is the best service in meeting the expectations and

¹⁷ Hanasini, Overview of strategic Management : An Analysis of the Concepts and the Importance of Strategic Management in Journal of Scientific and Research Publications, Vol.6, Issue.2, February 2016. ¹⁸ Theo Gilbert-Jamison, *The Six Principles of Service Excellence* (USA Bloomington,

Indiana : Author House, 2005), p. 5-6.

¹⁹ Nina Rahmayanty, *Manajemen Pelayanan Prima* (Yogyakarta: Graha Ilmu, 2010), p. 17.

customers necessary. In other words, service excellent is a service that fulfill quality standards determined.²⁰ Excellent service is an effort made by the company to serve the buyer (customer) as well as possible, so that it can provide satisfaction to customers and meet the needs and desires of customers, both in the form of products or services. Excellent service is also the best service provided by the company to meet the expectations and needs of customers, both customers inside the company and outside the company.²¹

2. Purposes of Excellent Service

Purposes of excellent service generally is to provide a services which can meet and satisfy customer or community, provide a focus service to the customer, and to give best service in human relation.²²

a. To give best service for the customer.

- b. To make the customer buying the product as soon as they are bargaining.
- c. To growth customer confident in product or service which bargained.
- d. To create trust and satisfy to the customer.
- e. To keep the customer in order they feel be attention.

3. Functions of Excellent Service

Functions of Excellent Service are:

- a. Service the customer friendly, quickly and appropriately.
- b. Make customers feel important.
- c. Put customers as business partner.
- d. Give advantages to the company.²³

4. The benefits of applying excellent service are :

a. It can create a positive and harmonious communication between community and customer.

²⁰ Freddy Rangkuty, *Customer Care Excellence*...., p. 49.

²¹ Daryanto and Ismanto Setyobudi, *Konsumen....*, p. 1-4.

²² Ratna Suminar and Mia Apriliawati, Pelayanan Prima Pada Orang Tua Siswa di Sempoa SIP TC Paramount Summarecon in Journal *Sekretari*, Vol.4, No.2, 2017. accessed 5th December 2019. at 8.14 am WIB.

²³ Daryanto dan Ismanto Setyobudi, Konsumen dan Pelayanan Prima..., p. 1-2.

- b. It can increase sympathetic sense and loyalty from the community and customer.
- c. It can form public opinion positively, so that can give advantage for the company's progress.
- d. It can build good relationship between community and customer.²⁴
- e. As a reference to developing service standard.
- f. As a reference to customer service or stakeholder in service agendas (why, when, whom, where and how service does mean).²⁵

From those definition, the writer can conclude that the strategy of service excellent is a plan, vision and trick used by someone to reach best quality in their institution or company in line with expectation.

5. Indicators of Excellent Service

Indicators of excellent service according to Atep is developing culture of excellent service into six parts, *kemampuan* (ability), *sikap* (attitude), *penampilan* (appearance), *perhatian* (attention), tindakan (action), and *tanggungjawab* (accountability).

a. Ability

Ability is knowledge and skill that need for support program of excellent service which cover from ability in work field to communicate actively, develop motivation and use public relation as instrument in making relationship, both inside or outside of the company.

b. Attitude

Attitude is temperament that must be there when face to the customer according to the situation and condition²⁶. Based on the concept above, the attitude that should have by employee are;

1) have a sense of pride to the company or institution,

2) have a big devotion to the profession,

3) keep the good name of company or institution, and

²⁴ Daryanto dan Ismanto Setyobudi, Konsumen dan Pelayanan Prima..., p. 51.

²⁵ Freddy Rangkuty, *Customer Care Excellence*...., p. 49

²⁶ Nina Rahmayanty, *Manajemen Pelayanan Prima....*, p. 15

- 4) the attitude of excellent service is "(right or wrong is my corporate)".²⁷
- c. Appearance

Appearance is person's ability, both of physical or non-physical which is able to reflect the confidence and credibility of the other participant.

d. Attention

Attention is full concern for customers, both related to attention to needs of customers and understanding of suggestions and critisms from customers. If the customer was interested in service or product, so serve them as good as fast. There are some manners to give full attention to the customer until they feel satisfied;

1) greet them with warm greeting before beginning of speaking,

2) ask them what needs are they,

3) listen and understand which customer needs,

- 4) serve them quickly, fast and rightly, and
- 5) place their interests as priority.

e. Action

Action is the fact or process of doing something, typically to achieve and give service to the customer. Forms of service according to action concept are below;

1) record customer orders soon.

2) confirms customer's needs,

3) complete payment transactions of the customer, and

- 4) say thanks and hope the customer will come back.
- f. Accountability

Accountability is the obligation of an individual or organization for its activities as form of concern to the customer.²⁸

There are seven concept of accountability;

²⁷ Nurlia, Strategy Pelayanan Prima dengan Konsep Service Excellent in *Meraja Journal*. Vol.1, No. 2, June 2018. Stia Al Ghazali Baru. p. 22.

²⁸ Nina Rahmayanty, *Manajemen Pelayanan Prima....*, p. 15.

1) visionary transformation,

2) infrastructure,

3) need for improvement,

4) costumer focus,

5) empowerment,

6) new views of quality, and

7) top management.²⁹

6. Principles of Excellent Service

Excellent service has some principles, those are attitude, attention, and action.

Excellent service according to attitude concept has three principles under:

- a. Service a customer with polite performance and incredible in physical appearance.
- b. Service a customer positive thinking and logic.
- c. Service a customer respect.

Excellent service according to attention has three principles, such as :

- a. Listen and understand customer's needs.
- b. Can observe and respect customer behaviour.
- c. Give attention more to the customer.

Excellent service according to action has five principle, such as:

a. Write every message which the customer wants.

- b. Write data every customer's needs.
- c. Can conclude customer's needs.
- d. Can realize customer's needs.
- e. Always say thanks to the customer.³⁰

7. Characteristics of Excellent Service

In a company or institution has model and characteristics to give the best service to the customer. In this part, writer will mention about some characteristics of excellent service, such as³¹ :

²⁹ Nurlia, Strategy Pelayanan Prima..., p. 22.

³⁰ Freddy, Customer Care Excellence..., p. 290-291.

a. Available good employee

The customer comfortable is depend on servicing from the employee. Good employee should have friendliness, courtesy, and interest performance. Besides, employee must be fast, responsive, and good at talking. A good employee should have sensitivity to the customer's needs.

b. Available good facilities and infrastructure

Basically, something that we should attention it is about facilities and infrastructure. To realize excellent service, company or institution must be pay attention about quality and quantity of facilities and infrastructure.

- c. Responsible in every customer from the start until finish The customer will satisfy to the service if every employee responsible in doing something as customer wanted.
- d. Can service fast and responsive

In servicing the customer, employee must do that according to the procedure and company's standard. Do not make a misunderstanding that will make customer disappointed.

e. Good communicate

The employee must be able to communicate well to the customer and understand customer needs fast.

- f. Have good knowledge and ability
 Ability in working will make perfect profession according to predetermined time.
- g. Try to understand customer's needs.
- h. To understand the customer, employee can listen customer's complaints and customer's needs well.³²

³¹ Kasmir, *Etika Customer Service*, (Jakarta: Rajawali Pers, 2011), p. 34.

³² Kasmir, *Etika Customer Service*, (Jakarta: Rajawali Pers, 2011), p. 34.

8. The Strategy to Realize Excellent Service

Catherine Devrye process word of "service" into seven simple words to realize excellent service. In the training of excellent service, service can be some words, such as:

- a. Self-awareness and self-esteem: Instill self-awareness, so it can give a service well. We must have self-awareness that serve customer is our job and we must have self-esteem.
- b. Enthusiasm and Empathy : Carry out a service passionately
- c. Reform and Recover: Improve service perform day to day and increase a service.
- d. Value and victory: Give service with added-value.³³
- e. Impressive and Initiative: Attractive but not too much and give a service initiatively.
- f. Care and Cooperative: Give attention and concern for the customer optimally
- g. Evaluation and Empowerment: Do evaluation for service that has done.³⁴

Realize excellent service is not easy, but there are same factors to realize it, those are:

a. Identify the main determinant of service quality.

As the manager or leader should determine the main factors of service quality. In this book, we can conclude that service quality looks from the transaction security, price, punctuality, and etc. There are two steps in identify main determinant. First, do deep research to understand important determinant. Second, identify customer assessment according to the determinant.

b. Managing customer expectation

In managing customer satisfaction, institution used to give much guarantee to lure a customers. There is a saying "Do not promise what

³³ Daryanto dan Ismanto, Konsumen dan Pelayanan Prima...., p. 110.

³⁴ Atep Adya Barata, *Dasar-Dasar Pelayanan Prima* (Jakarta: PT Elex Media Komputindo, 2003), p. 18-19.

you cannot give, but give more what you promised". In the main point give the best for the customer.

c. Managing proof of service quality

The benefit management proof of service quality is to strengthen customer perception before and after giving a service. Service cannot be feel as physical good, but customer can feel from many fact as quality service. Proof of quality includes all of things which customer see as an indicator, as "What kind of service are provided"

d. Educate the customer about service

Educated customer will make decision of buying as fast as they see and can understand the role and obligation in processing service.

9. The Resistance in Excellent Service

In a company or institution, service or product do not want a complaint or resistance in marketing. But in the fact, complain or resistance are always be there. Organization in the company or institution must give a service, respond a complaint, and give a solution as customer's complaint. The sources come from internal customer and external customer.³⁵ Internal customer service is viewed as two way exchange process between individuals in different functional departments of a firm which the provider is characterized by the attitudes that people have toward one another and the way people serve each other inside the organization.³⁶

Internal customer is manager and employee's institution or organization concerned. External customer is society. The key to successful service come from external customer. There are some categories of complaint, those are:

a. Mechanical Complaint

Mechanical Complaint is a complaint from customer because malfunctioning of equipment purchased.

³⁵ Nurlia, Strategy Pelayanan Prima..., p. 22

³⁶ Julie Baker, Exploring internal customer service qualityJournal of Bussiness & industrial marketing, vol. 13 no. 4/5 1998

b. Attitudinal Complaint

Attitudinal Complaint customer's complaint which arise because negative attitude of employee to the customer.

c. Service Related Complaint

Service Related Complaint is customer's complaint because of service itself. For example, employee has not ready to prepare form in training.³⁷

Strategy of excellent service include all fields of service every day, both from managers, administrative servants, and teachers. As someone who serving customer have to prepare or take care of customers need. For example giving information, active learning and any other things. Strategy also needs team work and must be attention to the servant, product, process, and appearance³⁸.

B. Customer Satisfaction

1. Definition of Customer Satisfaction

Customer satisfaction is how customers view an organization's products or services in light of their experiences with that organization (or product), as well as by comparison with what they have heard or seen about other companies or organizations. Therefore, measuring customer satisfaction has to take all these matters into account, as will be explored in more detail in this chapter.³⁹

Customer satisfaction is essential for consideration because it refers to the "final satisfaction" for a customer and is being influenced trough the entire sales process, from pre-purchase product expectations to postpurchase resulation of complaints. John C.Mowen, Michael Minor (2002:89) identify customer satisfaction is all attitude that appearance from the customer services after getting or using the product.⁴⁰

³⁷ Nurlia, Strategy Pelayanan Prima..., p. 22.

³⁸ Firmansyah, Strategi Pelayanan Prima (SPP) Untuk Kepentingan Serta Kepuasan Pelanggan dan Masyarakat, *Journal of Ilmiah Widya*, Vol. 3, No. 4, 20 16, p. 165.

³⁹ Paul Szwarc, *Researching Customer Satisfaction and Loyalty: How to Find What People Really Think* (Great Britain & United State: Kogan Page Limited, 2005), p.6.

⁴⁰ Citra Paramita Dewi et al. "Pengaruh Service Excellent, Brand Image and Product Quality Terhadap Customer Satisfaction Pakaian Muslim Mayang lumajang", *Jurnal Riset Manajemen*. 2019, Vol. 2, No. 1, accessed on 16th October 2019, at 2.58 am WIB.

Customer satisfaction is one indicator of the success of a business. Because, satisfy a customers can increase their advantages and get more customers. Satisfaction is the one of feeling of someone who after comparing the performance or results with the expectation.⁴¹ Generally, customer satisfaction or dissatisfaction is a difference between expectations and perceived performance. Kotler said that level of satisfy is: "Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome in relation to his or her expectations".⁴²

Based on Giese and Cote, There are so many definition of customer satisfaction, but it leads to three main component:

- a. Response type and intensity, customer satisfaction is emotional response and cognitive. Intensity on response begin from very satisfied, love to the product or apathetic attitude to the product.
- b. Focus, object must be focus on the standard determined. The value of standard looks from product, consumption, seller and store.
- c. Response time, it happened in certain time, can be after choosing product or service and can be from accumulative experience.

Honestly, the concept of customer satisfaction still abstract. Achievement of customer satisfaction is a simple process, complex, and complicated, depend on who mean it. In this situation, the role every individual in service encounter is very important, because they also involved in processing service creation.⁴³

2. The Manner to Determine Customer Satisfaction

In other book, customer satisfaction can be determined through some methods under:

a. Complain and suggestion system

Customer-center give chance to the customers to deliver complain and suggestion with some facilities, as like suggestion box, comment card,

⁴¹ Daryanto dan Ismanto Setyobudi, Konsumen dan Pelayanan Prima..., p. 110.

⁴² Freddy Rangkuty, *Customer Care Excellence*...., p. 311.

⁴³ Fandy Tjiptono, Manajemen Jasa (Yogyakarta: Andi Offset, 2006), p. 146.

and customer hot lines. This manner can give problem solving in making a decision.

b. Ghost Shopping

Ghost shopping is one of manners to determiner customer satisfaction. In this manner, manager employ some employees to be a buyer. And then, they report what they find about strength and weakness in that institution or company.

c. Lost Customer Analysis

Contact the customer that has stopped to be a customer. Ask them, why they do not buy a product or service. This manner can make a company or institution do improvement in order to be better.

d. Survey customer satisfaction

Some institution or company can observe customer satisfaction through post, phone, or direct interview. This manner have positive impact and proof that company or institution give full attention to the customers.⁴⁴ Through this survey, company will get response and feedback directly from the customer. There are some manners to do this survey, those are:

- 1) directly reported satisfaction. Determinant will do as asking questions directly,
- derived dissatisfaction. In this manner, questions are submitted for two things, the amount of customer hope and the amount of performance the feel it,
- problem Analysis. Customer as respondent is asked two involved the problems and suggestion to improvements, and
- 4) importance-performance analysis. In this technique, respondent is asked to give ranking according to grade in every element.⁴⁵

⁴⁴ Fandy Tjiptono and Anastasia Diana, *Total Quality Management* (Yogyakarta: Andi Offset, 2000), p. 104-105.

⁴⁵ Fandy Tjiptono, *Manajemen Jasa...*, p. 149.

3. Characteristic of Customer Satisfaction

Kotler explain about characteristic satisfied customers such as:

- a. Loyal to the product, is buying a same product in other time.
- b. There is communication which always positive. It will give information to the other customer about good quality of product or service.
- c. The company or institution is the main consideration. If customer want to buy other product, they will consider company that have make them satisfied.

4. Types of Customer Satisfaction and Customer Dissatisfaction.

Sumarwan explain that theory of satisfaction and dissatisfaction formed from positive disconfirmation. It means that satisfaction and dissatisfaction look from the comparison between customer expectation before buying the product and the real they get from the product or service. Customer buy a product with consideration of product performance. The function of product among other:

- a. Product has a function better than something expected calls positive disconfirmation. When it happen, customer will feel satisfied.
- b. Product has a function as something expected calls simple confirmation. That product do not give feeling satisfied, but it also not disappointing. So it is neutral.
- c. Product may be worse then what it hope, it calls negative disconfirmation. It can make customer dissatisfaction.⁴⁶

5. The factors influenced customer satisfaction

Lupiyoadi said that to determine satisfaction level, there are five main factors should attention it, those are:

a. Service quality. Customer will be satisfy if they get excellent service based on customer expectations. Quality is a dynamic condition that affects products, services, people, processes and environments that exceed expectations. Service quality is an efforts to meet the needs and

⁴⁶ Vinna Sri Yuniarti, *Perilaku Konsumen: Teori dan Praktik* (Bandung: Pustaka Setia, 2015), p. 237-238.

customer needs and accuracy of their delivery in balancing customer expectation.

b. Product quality

Quality is an overall feature and nature of a product or service that depend on its ability to satisfy customer's expected needs. Product quality is an overall feature of a product that can meet the customer needs as customer expected. Emotional. Social value or self-esteem is very important to make customer feel comfortable. There is a pride of customers for the tutoring. Customer will spread a goodness to other people, because of satisfying service.

c. Emotional

Social value or self-esteem is very important to make customer feel comfortable

- d. Price. Product that has same quality but with a cheap price will give high value to the customer. Customer satisfaction is also determined by the price offered. The manager said that the current institution must have a strategy to develop and advance the institution in many ways.
- e. Cost. Customer will be satisfy if they could not spend addition cost. Price and cost have different meaning. In this statement, cost means addition cost from predetermined price. So, students do not require additional fees for other activities.⁴⁷

Writer can make conclusion from the statements above that customer needs service excellent. In service excellent also need a strategy, because the strategy will make service excellent delivery easier. So the strategy of service excellent will direct the institution or company easier to make the customer satisfy.

⁴⁷ Lupiyoadi Rambat. *Manajemen Pemasaran Jasa, Teori dan Praktek* (Jakarta: Salemba Empat, 2001). p. 43.

C. Bimbingan Belajar Rumah Pintar Solusi

1. Definition of Tutoring (Bimbingan Belajar)

United States Office of Education define that guidance as an organized activity to provide systematic assistance to students in making adjustments to various forms of problems they face, for example educational, position, health, social and personal problems. In this implementation, guidance must direct its activities so that students know about their personal self as individuals and as members of the community.

Prayitno said, guidance is assistance services for students, both individually and in groups to be independent and develop optimally, in personal guidance, study guidance, and career guidance through various types of support service and activities, based on applicable norms.

James O Whittaker said, learning is a process where behaviour can be arise or change through treatment and experience. Robert M Gagne in his book "the conditioning of learning" argued that: "*Learning is change in human disposition or capacity, which persist over a period time, and which is not simply ascribable to process a growth.*" Learning is a change that occurs in human ability after continuous learning, not only due the growth process.

Tutoring is a guidance service that allows students to develop themselves with good attitudes and study habits, learning material that matches the speed and learning difficulties or can overcome learning difficulties. Tutoring is a form of activity in the learning process carried out by someone who already has more abilities in many ways to be given to the others which aims so that other people can find new knowledge that they do not have and can be applied in their lives.⁴⁸

2. Rumah Pintar Solusi

Rumah pintar solusi is one of famous tutoring SD-SMP and SMA that was built on August 8, 2007 by Mr. Agus P. He was a teacher in one of

⁴⁸ Siti Aisyah *Perkembangan Peserta Didik dan Bimbingan Belajar* (Yogyakarta: Deepublish, 2015), p. 64-69.

great tutoring in some place around East Java. He teach mathematic and chemistry. Firstly, some of his students come to him house one by one to studying. So, he decided to build a house for tutoring. The first place was located in Jl. Banowati No. 31 Jatiwinangun Purwokerto. Then the building was added in Jl. Banowati No. 10 Jatiwinangun Purwokerto and Jl. Mardikenya No. 04 Kranji Purwokerto because increasing the customer. Rumah pintar solusi could increase customer satisfaction because best solution and service with a motto "*kekeluargaan*" and "*mudengin*" for the students.

According the explanation above, the title "The Strategy of Service Excellent to Increase Customer Satisfaction in Bimbingan Belajar Rumah Pintas Solusi Purwokerto" is to know and explain how they can make customer satisfy with their service.



CHAPTER III

RESEARCH METHOD

A. Research Method

Research is a process in which you engage in a small set of logical step. Research means a process of steps used to collect and analyse information to increase our understanding of topic or issue⁴⁹. Research methodology is taught as a supporting subject in several ways in many academic disciplines at various levels by people committed. Research method is a systematic procedure a researcher uses to solve the defined research questions. It covers three main items: research design, data collection procedure, and data analysis all of which are usually placed in the third chapter of a thesis, dissertation, or any other form of a research.⁵⁰

There are some characteristics of qualitative research. Asmadi Alsa has written them as follows:

- 1. Qualitative research has natural setting as the data source. Qualitative researcher does the research at a particular setting because of context oriented. The researcher assumes that human behaviour is significantly influenced by setting where the behaviour occurs, and the researcher thinks that human behaviour can be understood well if it observed in the setting the behaviour occur.
- 2. Researcher as the research instrument. Researcher is the main research instrument, so that the researcher can adjust to the facts in the field.
- 3. Qualitative research is descriptive. In the qualitative research, the data collected is in form of words or pictures instead of numbers.⁵¹

⁴⁹John W. Creswell, *Educational Research: Planning, Conducting and Evaluating Quantitative ana Qualitative Research* (Boston: Pearson, 2012), p. 2-3.

 ⁵⁰ Haryanto Atmowardoyo, Research Methods in TEFL Studies: Descriptive Research, Case Study, Error Analysis, and R&D, Journal of Language Teaching and Research, Vol. 9, No. 1. January 2018. Accessed 21 February 2020.
 ⁵¹Asmadi Alsa, Pendekatan Kuantitatif dan Kualitatif serta Kombinasinya dalam

³¹Asmadi Alsa, Pendekatan Kuantitatif dan Kualitatif serta Kombinasinya dalam Penelitian Psikologi Satu Uraian Singkat dan Contoh Berbagai Tipe Penelitian, (Yogyakarta: Pustaka Pelajar, 2003), p. 3.

There are some terms used in qualitative research, they are naturalistic ethnography, inquiry or natural research, symbolic interactionism, ethnomethodology, the Chicago school, phenomenology, case study, interpretative, ecology, and descriptive.⁵² This research used descriptive research because the researcher only describes the strategy of excellent service to increase customer satisfaction in Bimbingan Belajar Rumah Pintar Solusi Purwokerto. Qualitative descriptive research describes the facts and the features of population systematically, factually, and accurately.⁵³

B. Research Types

This research uses approach qualitative of descriptive method, namely the research method to describe, summarise the variety of conditions, variety of situations, or various reality of the object research.⁵⁴ Qualitative of descriptive method will describe of the conditions, situation, and strategic using by the institution to know how it can make customer satisfy. Qualitative research is a study to answer problems that require deep understanding in the context of time and situation in question, carried out naturally in accordance with the objective conditions in the field without manipulation, and the type of data collected, especially qualitative data⁵⁵.

Type of this research is descriptive qualitative because it intended to describe situation and condition. In this research, writer will describe about strategy of excellent service that happened in Bimbingan Belajar Rumah Pintar Solusi Purwokerto.

⁵² Lexy J. Moeloeng, *Metodologi Penelitian Kualitatif*, (Bandung: PT Remaja Rosdakarya, 2013), p. 3. ⁵³ Sumadi Suryabrata, *Metodologi Penelitian* (Jakarta: Rajagrafindo Persada, 2011), p. 75.

⁵⁴ Burhan Bungin, Penelitian Kualitatif:Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial Lainnya (Jakarta: Kencana, 2011), p. 68.

⁵⁵ Sugiono, Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D (Bandung: Alfabeta, 2018, p. 29.

C. Research Sites and Times

1. Research Sites

Research sites is a location for processing learning to get problem resolving of researcher. In this research, a writer choose research sites in Bimbingan Rumah Pintar Solusi Purwokerto, because of some consideration, such as:

- a. Bimbingan Belajar Rumah Pintar Solusi is one of famous non-formal institution in Purwokerto. It was built since 2007 that still exist until now.
- b. This bimbingan belajar has a unique strategy to increase customer satisfaction such as "*kekeluargaan*" and "*mudengin*".
- c. Implement strategy of excellent service was oriented in this Bimbingan Belajar Rumah Solusi.
- 2. Research Time

This time research was conducted on 26 September until 5 October 2019. Usually between researcher and interviewees made deal about the research time.

D. Research Subject and Object

1. Research Subject

The subject or main sentences is the main element of the sentence. The subject determines the clarity of the meaning of the sentence.⁵⁶ The research subject in this research are :

- a. Tri Yuli Noviani, Manager of Bimbingan belajar Rumah Pintar Solusi Purwokerto is one of the people involved in learning and managing the tutoring.
- b. Student of Bimbingan Belajar Rumah Pintar Solusi. They will know about the quality of service during study in there.
- c. Student parent in Bimbingan Belajar Rumah Pintar Solusi in order to obtain data or information quality strategy of excellent service

⁵⁶ Abdul Wachid dan Heru Kurniawan, *Kemahiran Berbahasa Indonesia*, (Yogyakarta: Cinta Buku, 2017), p. 105.

implemented in there. Student parent is a customer who know the good or bad quality of service.

2. Object Research

The object in this research is about the strategy of excellent service to increase customer satisfaction in Bimbingan Belajar Rumah Pintar solusi Purwokerto. The strategy of excellent service in this place has many advantages to increase customer satisfaction. And its different with the other place.

E. Data collection technique

Qualitative research has some methods of collecting data are commonly used. Some of methods included observation, interview, and documentation. The explanation is as follows:

1. Observation

Morris identifies observation as the activity of recording a symptom with the help of instruments and recording it with scientific or other purposes. Bungin defines observation as a process of selecting, changing, recording, and encoding a series of behaviour and atmosphere regarding organisms in situ, in accordance with empirical goals.⁵⁷

Observation was a systematic process of collecting information, in which researchers observe a given phenomenon in their natural environment. This method was especially indicated when a given topic is relatively unexplored and it becomes important to understand in detail a given phenomenon, while maintaining the environmental conditions in which it occurs.

Observation was a good way of collecting data simultaneously with the occurrence of the event, without interfering with the occurrence of the event. It was an unobtrusive and very flexible method, oriented to discovery of knowledge. In some situation, such as the analysis of the behaviour of

⁵⁷ Hasyim Hasanah, "Teknik-Teknik Observasi", *Jurnal At-Taqaddum*. 2016, Vol. 8, No.1. diakses pada tanggal 16 Oktober 2019, pukul 1:11 WIB.

people and animals, was the only way to obtain data in a reliable way.⁵⁸The plans for the observation needed to include a description of the individual, activity or group to be observed. The location, the times and the condition must also be specified⁵⁹.

Observation can do with several manners. Writer done direct observation to the object in that environment to collecting data.

2. Interview

Interview was purposeful conversation conducted by two parties, namely to interviewer who ask questions and those who answer (the interviewee) to the questions asked.⁶⁰The interview was used as a data collection technique if the researcher want to do an introduction to find problems that need to be investigated, and to find out things from the respondents in more depth.⁶¹ Interview has been defined by Cohen as a two-person conversation initiated by the interviewer for the specific purpose of obtaining research relevant information and focused by the interviewer on content specified by research objectives of systematic, description, prediction, or explanation.⁶²

The aim of interviewing people was to find out what was in their mind, what they thought or how they felt about something. The other purposes of the interview are many and varied, for example:

a. to evaluate or assess a person in some respect;

b. to select or promote an employee;

c. to effect therapeutic change, as in the psychiatric interview;

- d. to test or develop hypotheses;
- e. to gather data, as in surveys or experimental situations;

⁵⁸ Andre Queiros etc. *Strengths and Limitations of Qualitative and Quantitative Research Methods European Journal of Education Studies*, Vol. 3. Issue 9. Portugal 2017.p. .376.

⁵⁹ Lorette K. Woolsey, The Critical Incident Technique: An Innovative Qualitative Method of Research, Canadian Jour nal of Concelling: The University of british Columbia 1986 vol. 20. no. 4.246.

⁶⁰ Lexy J. Meleong, *Metodologi Penelitian....*, p. 135.

⁶¹ Sugiono, Metode Penelitian Pendidikan...., p.194.

⁶² Louis Cohen at. All., Research Method in Education, (New York: Routledge Falmer, 2005), p. 305.

f. to sample respondents opinions, as in doorstep interviews.⁶³

Writer done the first interview with the leader of tutoring Rumah Pintar Solusi, because he was owner of that tutoring. Writer came to the place and asked some questions to complete mini thesis is made. The leader answered and explained about how he built this tutoring friendly. After got several information, next research was to the manager, Mrs. Tri Yuli Noviani. The interview was done direct and indirect conversation to get detail information.

In qualitative research there werw three forms of interview, like structured interview, unstructured interview and semi-structured interview. But research used semi-structured interview because before doing interview, researcher prepared interview guidelines that was submitted to the speaker. The answer of the speaker would be developed depend on data basic. Semistructured interview also have to pay attention of characteristics of semistructured interview as follows:

- a. Open question, but there are theme boundaries and conversation flow.
 Open question is giving a freedom to the subject to answer the question without leaving the theme of the discussion.
- b. The speed of the interview can be predicted. In this term, researcher must have creativity to control time and speed of interview.
- c. Flexible, Question and answer must be flexible as situation and condition without leaving the theme.
- d. There is an interview guidelines to determine plot, order, and using the words.
- e. Purpose of the interview to understand a phenomenon 64 .

Writer chosen to using semi structured interview by asking some questions face to face or trough social media to the leader, teacher, and students. This interview was very suitable to qualitative research. The interview would be done frequently to get more information.

⁶³ Louis Cohen at. All., Research Method...., p. 268.

⁶⁴ Haris Herdiansyah, *Metodologi Penelitian Kualitatif: Untuk Ilmu-ilmu Sosial* (Jakarta: Salemba Humanika, 2014), p. 121-125.

3. Documentation

Documentation study was one of the qualitative data collection methods by viewing or analysing documents created by the subject themselves or by others about the subject. Documentation study was one way that qualitative researchers can do something to get a picture from the subject's perspective through a written media and other documents written by the subject concerned.⁶⁵ Documentation was another way to obtain data from respondents, this research was possible to obtain information from various written sources or documents that exist on respondents. Documentation was very important to show the validity of a data. Usually it could get from the newspaper, magazine, manuscript, photos, and any other else.

F. Technique of Analysis Data

Technique of analysis data was the process of finding and compiling systematic data obtained from field note, interview and other materials by way of organizing data, lays out into units, doing the synthesis, compiling in to a pattern, choose which were important and which were using to study and make conclusion in order to easy understanding for the reader.⁶⁶ There were some activities in this analysis technique; those were data reduction, data display, and conclusion drawing/verification. After collecting the data, the researcher would do data reduction by making a main summary, choosing the main points, and deleting useless ones. By data reduction the data that finished from reduction would give clearer description and made easier for the researcher to collect the further data.⁶⁷

Reduction steps in this research are as follows:

- 1. Resume the result of interview and documentation.
- 2. Classify the result of interview and documentation that suitable with the research needs. It means that the data which un-useful can be reduced.

⁶⁵ Haris Hardiyansyah, *Metodologi Penelitian* ..., p. 143.

⁶⁶ Sugiyono, *Metode Penelitian Pendidikan....*, p. 24.

⁶⁷ Sugiyono, Metode Penelitian Pendidikan...., p. 338.

3. The result of interview and documentation was changed to be good language, then it was transformed into the note.

After reducing the data, the next step was displaying the data. In the qualitative research, the data could be displayed in form of brief description, chart, relation among categories, etc. But, most of them were displayed in story text. Miles and Huberman stated in Sugiyono, data display helped us to understand what was happening and to do something-further analysis or caution on that understanding.⁶⁸By data display, then the data was organized, arranged in a pattern of relationship that would be easily understood.

Some activities of display the data on this research was as follows:

- 1. Display the interview data that was done and has been arranged into written text.
- 2. Display the data from the observation about strategies excellent service to increase customer satisfaction in Bimbingan Rumah Pintar Solusi Purwokerto.
- 3. Display the documentation about Bimbingan Belajar Rumah Pintar Solusi.

From display the data, researcher could get the conclusion in order to answer all about the research questions in this research. But, this conclusion must be reanalysed to make sure that the conclusion is not mistake. The last step of data analysis was conclusion drawing/verifying. Verification refers to the process which was able to answer research questions and research objectives. Beginning conclusion was still temporary, and would be changed if there was not strong proof that support on the next step in collecting data. But, if the beginning conclusion was supported by valid proof and consistent, when the researcher backs to the field, so the conclusion was credible.

The conclusion hoped in the qualitative research is a new invention. The conclusion was given in form of description of a clear object which was

⁶⁸ Sugiyono, Metode Penelitian Pendidikan...., p. 341.

unclear before, causal or interactive relation, hypothesis or theory. On this research, drawing the conclusion was conducted by comparing data between observation, interview, and documentation. People usually called it "Triangulation Technique".



CHAPTER IV RESEARCH REPORT RESULT

- A. General description of Bimbingan Belajar Rumah Pintar Solusi Purwokerto
 - 1. History of establishment of Bimbingan Belajar Rumah Pintar Solusi Purwokerto

Rumah pintar solusi is one of famous tutoring SD-SMP and SMA that was built on August 8, 2007 by Mr. Agus Priambodo, S.T. Mr. Agus is excellent teacher in one of great tutoring in some place around East Java. He is bachelor of engineering in Gajah Mada University Yogyakarta. He teaches mathematic and chemistry. Other than that, he teach in his home because some of his students come to his house one by one to studying. So, he decided to build a house for independent tutoring. The first place is located in Jl. Banowati No. 31 Jatiwinangun Purwokerto. Then the building was added in Jl. Banowati No. 10 Jatiwinangun Purwokerto and Jl. Mardikenya No. 04 Kranji Purwokerto because increasing the customer. This tutoring place named solusi because there are many hope to give solution for the customer.⁶⁹

2. The Motto of Bimbingan Belajar Rumah Pintar Solusi

Rumah pintar solusi could increase customer satisfaction because best solution and service with a motto "*kekeluargaan*" and "*mudengin*" for the students.

a. *Kekeluargaan* means that this tutoring can create a sense of comfort between teacher and student. So the customer will feel enjoy in learning some knowledge. Customer also can sharing the problem about their studying in formal education or in facing examination.

⁶⁹ Tri Novi Yuliani, manager of Rumah Pintar Solusi, interview, on 14th October 2019.

- b. *Mudengin* means that this tutoring give best service to make the customer understand well. In learning, this tutoring will adjust necessary of customer both in terms situation and condition out of the schedule⁷⁰.
- 3. The Purposes of Bimbingan Belajar Rumah Pintar Solusi

The establishment of an institution has a purpose. The purposes of the establishment of Bimbingan Belajar Rumah Pintar Solusi among others:

- a. Carry out teaching and learning activities for students outside school hours.
- b. Provide intensive guidance to students.
- c. Provide depth understanding of learning materials.
- d. Fostering good cooperation between the school and parents and the community.
- e. Create a sense of family towards all participant in their tutoring.
- 4. Organizational Structure

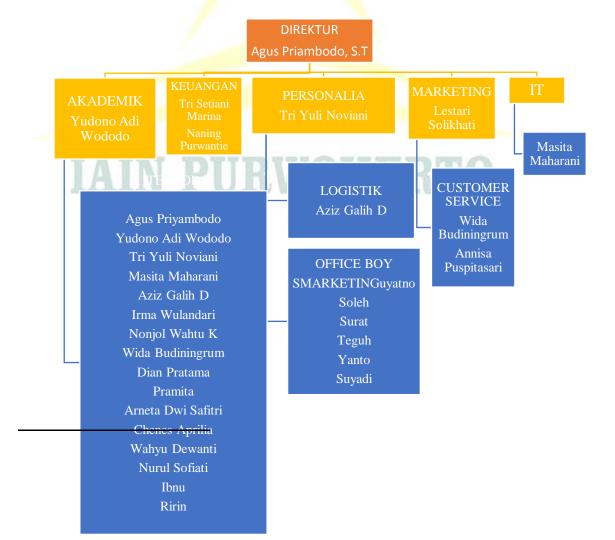
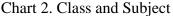


Chart 1. Organizational structure

- 5. Study Program
 - a. Regular

Bimbingan Belajar Rumah Pintar Solusi give best service begin from Forth grade of elementary school till Senior High School. The material to study is only for general subject. The implementation of learning in tutoring is about three times in a week. They come to the place of tutoring and do learning one or two ours⁷¹.





b. Go SBMPTN

Go SBMPTN program is one of intensive program for the graduation SMA/SMK who will continue their education to college. Everybody of children has ambition to reach their dream to enter favorite college. Not many of them follow intensive learning to compete in

⁷¹ Rumah Pintar Solusi Documentary, on 3rd March 2020.

getting ticket to study in the favorite college. So they spend their time after examination to study more.

- a. Teaching and learning activities carried out after the national exam until SBMPTN take place. Many students of final class of Senior High School in Indonesia are busy to prepare get into college by following some tutoring. The will spend their time to study hard intensively. This Tutoring provide a service to help customer solve their problem in learning.
- b. Teaching and learning activities will do five-day meetings in a week This program is very intensive. Customer will learning five-day meetings in a week. Usually time for learning start from morning until afternoon. If customer can't learn in predetermined day, they can change in other day with the tutor's agreement.
- c. Up to date module

Every learning, tutor will update the exam questions and module in order student can developing and not monotonous.

- d. AC Classrooms and one class there are fifteen students in maximum.
 - e. Free tutoring for preparing STIS and STAN exam

6. Student Condition

Since the establishment of this tutoring, students have increased from year to year. One factor in increasing students is due to satisfying service. This is proven by development branch of Rumah Pintar Solusi. On 2012, the number of students achieved a big increase until 600/750 students, but since there zonasi system and ruang guru application, number of students in this bimbingan belajar decrease. To determine the number of students doing tutoring, usually counted when the semester is even in one year. Student can register in the first semester, in the middle or in some facing examination.

7. A Teacher

A teacher is someone who has a job to teach and become facilitator. Nickname for a teacher in this tutoring is "tentor". Tentor must have abilities in their respective fields. So, to become tentor in this tutoring must have some qualification. In recruitment mentor, this institution has a unique technique. It will recruit many mentor, but who will stay for a long time is student choice. To become a tentor, they must follow writing test, micro teaching and interview.

As for the requirements to become a mentor are:

- a. Can teach well
- b. Good Communication
- c. Polite and interesting⁷²

No	Tentor name	Possible fields	
1	Agus Priyambodo 🖊	Mathematics	
2	Yudono Adi Wido <mark>do</mark>	Physics	
3	Tri Yuli Novian <mark>i</mark>	English	
4	Masita Mahara <mark>ni</mark>	Sociology	
5	Aziz Galih D	Biology	
6	Irma Wulan <mark>dar</mark> i	The economy	
7	Nonjol W <mark>ahy</mark> u K	Physics	
8	Rena pu <mark>jiy</mark> ana	Chemistry	
9	Wida <mark>Bu</mark> diningrum	Geography 64	
10	Dian Pratama	Mathematics	
11	Pramita	Chemistry	
12	Arneta Dwi Safitri	Physics	
13	Chenes Aprilia	Biology	
14	Wahyu Dewanti	Basindo	
15	Nurul Sofianti	Elementary school	
16	Ibnu	Basindo	
17	Ririn	English	

8. Facilities

- a. Comfortable classrooms and homogeneous. There are fifteen student in a class. To maximizing a learning, institution just provide fifteen student in every class and come from same school, so they can feel comfortable.
- b. Many extra hours. Students usually study three times in a week. They can get additional class out of regular class. If they have some homework or will face a test, as like Examination, UN, and Try Out. So, they can

⁷² Tri Novi Yuliani, manager of Rumah Pintar Solusi, interview, on 14th October 2019

studying more intensive and will always ready to face that. The tutor must be ready to teach the students.

- c. Up to date questions. Question package according to the latest SKL and complete with material. Question package arranged from the easiest to the most complicated.
- d. Try out CBT to final examination and SBMPTN. In this tutoring also have some exercise to trying CBT UN Online with update questions. This all to make the customer satisfied with this tutoring.
- e. Major Consultation. , the customer get attention to consulate what they want to enter university. There is a consultant teacher that can give the students solution. It is also intended for students who feel they need perspective in choosing a major.

	No	Facilities	Volume	
	1.	Building	2	
	2.	Office	2	
	3.	Receptionist	2	
-	4.	Classroom	9	-
	5.	Parking Area	2	
	6.	Bathroom	4	
ΤΔΤ	7.	White Board	9	2TO
1	8.	Student's chair	60	
	9.	Student's table	60	
	10.	Teacher's chair	9	
	11.	Teacher's table	9	
	12.	Cupboard	4	
	13.	Microp	3	
	14.	Computer	4	
	15.	Projector	2	
	16.	Worship place	2	
			-	

Table 2. facilities

17.	Kitchen	2
18.	Trash can	2

- f. Recreation and Outbound. The purpose of outbound is make the customer happy and feel satisfy. It also reduces students' boredom in learning and familiarity between students from different school. The agenda usually hold one in a year for the XII class. In the last time, they go to the beach or traveling around Banyumas city. There are some playing include asking and answering the questions.
- 9. Output student from Rumah Pintar Solusi

No	Name	School Origin	Received	
1.	Setya Atsi	SMAN 1 Purwokerto	Kedokteran Umum	
			UNDIP	
2.	Azmirfani Diti A	SMAN 1 Purwokerto	Kedokteran Umum	
			Brawijaya	
3.	Fiqih Fandrian P	SMAN 1 Purwokerto	Teknik Sipil	
			Lingkungan ITB	
4.	Lantip Supratiko	SMAN 1 Purwokerto	Teknik Geodasi UGM	
5.	M. Hanif Abdul	SMAN 1 Purwokerto	Agronomi IPB	
	Aziz			
6.	Tintin Siti	SMAN 1 Purwokerto	Farmasi UGM	
	Kholisoh			
7.	Gustin M	SMAN 1 Purwokerto	Teknik Industri ITS	
8.	Yaga Dewantara	SMAN 1 Purwokerto	STAN Jurusan Bea	
T	ATRI DI	DUINIZI	Cukai	
9.	Al Bani SYP	SMAN 1 Purwokerto	STAN Jurusan Pajak	
10.	Aninda Hasna	SMAN 1 Purwokerto	STAN Jurusan Pajak	
11.	Putri Repti	SMAN 2 Purwokerto	Farmasi Universitas	
			Airlangga	
12.	Nugraha Wahyu	SMAN 1 Purwokerto	Teknik Mesin UNS	
13.	Alifia Fauziyah	SMAN 2 Purwokerto	Agribisnis UNS	
14.	Noval S	SMAN 2 Purwokerto	Akutansi UNSOED	
15.	Hasnin A	SMAN 2 Purwokerto	Teknik Kimia UPN	
			Yogyakarta	
16.	Mutia Ramadhanti	SMAN 2 Purwokerto	Manajemen UNSOED	
17.	Ilham Muammar Y	SMAN 5 Purwokerto	Teknik Elektro	
			UNDIP	
18.	Aviasenna	SMAN 5 Purwokerto	Kedokteran Umum	
	Andriand		UNSOED	

19.	M. Rasyid Nafi	SMAN 3 Purwokerto	Pendidikan Kimia UNNES	
20.	Bagas Paramaarta	SMAN 4 Purwokerto	Akutansi UNSOED	
21.	Deby Aulia F	SMAN 1 Purwokerto	Kesmas UNNES	
22.	Shofy Nurul	SMAN 2 Purwokerto	Agribisnis UNSOED	
23.	Rifqi Rizal	SMAN 2 Purwokerto	Teknik Elektro UNSOED	
24.	Rizky Zepdi N	SMAN 2 Purwokerto	Tenik Elektro UNSOED	
25.	Leli Nur R	SMAN 2 Purwokerto	Pendidikan Kimia UNY	
26.	Anggun Ayu	SMAN 2 Purwokerto	TI Unsoed	
27.	Devi Ristra	SMAN 2 Purwokerto	Kimia UNNES	
28.	Lutfiana Waluyo	SMAN 2 Purwokerto	Pendidikan MTK UNEES	
29.	M Naufal Fatih Aji	SMAN 4 Purwokerto	PGSD UNS	
30.	Fahmi Adi Satrio	SMAN 5 Purwokerto	Pertanian UNSOED	
31.	Nur Amalia	SMAN 5 Purwokerto	Teknik Listrik-Pol, UNJ	
32.	Salma Zafira 🛛 🖌	SMAN BTR	Fisika UNSOED	
33.	Naufal Rizky	SMAN PTKRI	Administrasi Negara UNSOED	
34.	Nisa fauztina	SMA IT	Ilmu Komunikasi UNSOED	
35.	Aditya	SMA IT	Teknik Sipil	
	Rahadiansyah		UNSOED	
36.	Prabandini Nur	SMA IT	Manajemen UGM	
37.	Fadel	SMA IT	Manajeme IPB	
38.	Wilujeng	SMA IT	Hukum UNSOED	
39.	Laila Fitriana	SMP N 2 Purwokerto	SMAN 2 Purwokerto	
40.	Putri Tanaza	SMP N 8 Purwokerto	SMAN 2 Purwokerto	
41.	Fadhil	SMP N I Purwokerto	SMAN 2 Purwokerto	
42.	Shafa Nafisa W	SMP N 1 Purwokerto	SMAN 1 Wonosobo	
43.	Syifa Alvandini J	SMP N 2 Purwokerto	SMA 1 Purwokerto	
44.	Ivan Nugraha M	SMP N 2 Purwokerto	SMA N 1 Purwokerto	
45.	Natasya J.P.	SMP N 2 Purwokerto	SMA N 1 Purwokerto	
46.	Anjani Ainur R.	SMP N 2 Purwokerto	SMA N 1 Purwokerto	
47.	Marsekal Diaz S.	SMP N 2 Purwokerto	SMA N 1Purwokerto	
48.	Findha Annisa	SMP N 2 Purwokerto	SMA N 1 Purwokerto	
49.	Naila Nabila Z.	SMP N 2 Purwokerto	SMA N 2 Purwokerto	
50.	Sad Keenanda A.	SMP N 2 Purwokerto	SMA N 2 Purwokerto	
51.	Cisha Mahadewi	SMP N 3 Purwokerto	SMA N 2 Purwokerto	
52.	Daffa Hanifa	SMP N 6 Purwokerto	SMA N 2 Purwokerto	
53.	Khotib Cut Aisyah	SMP N 6 Purwokerto	SMA N 2 Purwokerto	
55.				

55.	Bagus Andhika	SMP N 7 Purwokerto	SMA N 4 Purwokerto
56.	Arya Dwi Aziz	SMP N 3 Purwokerto	SMA N 4 Purwokerto
57.	Zulfa Azah Nur	SMP N 9 Purwokerto	SMA N 4 Purwokerto
58.	Novi Dwi Setyani	SMP N 1 Purwokerto	SMA N 5 Purwokerto
59.	Syadina Zufarin	SMP N 2 Purwokerto	SMA N 5 Purwokerto
60.	Ryan Aditya	SMPN 6 Purwokerto	SMA N 5 Purwokerto
61.	Hanah Nur	SMP N 8 Purwokerto	SMA N 5 Purwokerto
62.	Fidela Ayu Sita	SMP N 3 Purwokerto	SMA N 5 Purwokerto
63.	M. Sindu Satriya	SMP N 6 Purwokerto	SMK Telkom

B. Description of Research Data

Result of research conducted through observation, interviews and documentation. The writer try to explain the application of excellent service strategies used to increase customer satisfaction. To get the appropriate data, the writer does not only look for data from one source, but through several sources, like the manager of tutoring, some students, teacher and parent student. The focus of research is on excellent service strategy. As we know that there are many tutoring that provides attractive learning service. They are competing to get customers to keep the service running and exist. One attempt was made by Rumah Pintar Solusi is strategy of excellent service.

- 1. Service available
 - a. The administrator

Excellent service prioritizes quality service. One of the effort of Rumah Pintar Solusi in realizing excellent service is to provide good administrative servant through several stages of selection. An institution is not only judged by the good quality of existing education. Administrative service also affect the level of service quality. Administrative staff must have a polite, friendly and attractive appearance. Good attitude looks from the good service. In this tutoring, it need staff not only good in thinking, but also good in attitude. There are some selection before enter to this tutoring, one of it is good attitude. To be an administrative staff must follow a selection like interview and psychological test.

Mrs. Novi explained that to provide good service, Rumah Pintar Solusi seekd to provide facilities like uniform to the teacher and staff to make it look more presentable and attractive. An administrator's job generally is to serve customers well and responsibly. While, in this tutoring job of administrator are:

- Service a customer with polite performance and incredible in physical appearance. In this tutoring, several things create to become this service more interested. The wear of batik uniforms must be worn once in a week. The receptionist always serves prospective customers and regular customers kindly.
- 2) Service a customer positive thinking and logic. The staff at this tutoring always serve guests indiscriminately. Receptionist always answer the questions from the guests. It is proof when the writer come to the place, receptionist welcomed the guest warmly, and asking for desired needs
- 3) Write every message which the customer wants. In this tutoring, there are several categories that can be ordered. This is proof of service in the form of action. Administrator will provide a special book to record all customer needs from the beginning to the end.

As for things that must be noted by administrator, such as:

- a) Order class at registration. Students may order the desired class, both science and IPS. They also may choose the comfortable in terms of friends. For example, there are five student in same school and they want to study together in one class.
- b) Order day of tutoring. In beginning, student may choose day of tutoring. They also can change the day if there are some important agenda, but there must be approval from a mentor.
- c) Order addition hours. Sometime student will pass an exam and others, so they need addition hours.
- d) Order size of clothes. One of facilities in this tutoring is outbound. In outbound, all of student will get t-shirt, so they can request the size of the t-shirt.

Facilities obtained by teachers, among others:

1) Intensive Monthly;

2) Marriage allowance and position;

3) Health and employment BPJS.

All educators and education personnel are entitled to receive appropriate facilities. The institution prioritizes the member's welfare. To become a teacher and staff requires good skill and trough several stages of selection, so the institution provides facilities according to performance. They will get a fairly large monthly salary. There are several benefits provided while being part of the institution. For the staff, additional benefits that can get is marriage allowance and position, because usually staff is prioritized unmarried⁷³.

b. Qualified teacher

Excellent service is a service or effort to help prepare the student necessary to improving understanding of learning outside the formal school. To realize excellent service, a good strategy is needed. This is done to satisfy the customer and maintain institutional stability in the competition era. The more tutoring that stands up, the institution must have a strategy to remain attractive to many people. Teacher is someone who has the biggest role in providing knowledge to the students. A teacher's degree is not only proven by an S1 degree, but also teacher must have ability to teach well in accordance with their perspective job.

The task of a teacher is not just teaching, and transferring knowledge possessed but teacher must have ability to teach, educate, understand, indeed become a motivator and facilitator. Therefore, Rumah Pintar Solusi provides service in the form of qualified teachers who have to fulfill the criteria determined by the institution. The teacher in Rumah Pintar Solusi must have been S1, even there are two people who are S2. There is a selection to become a teacher and trough several stages of selection.

⁷³ Widda Budiningrum, Teacher of Rumah Pintar Solusi, interview, on 3rd of May 2020.

A teacher's assignment that must be considered in Rumah Pintar Solusi are:

- Listen and understand customer's needs. Each individual customer has different needs. They have different abilities in terms of understanding the lesson. The form of attention carried out by this tutoring is asking about their problem. Every student who is absent is asked, after exam both of online and offline, results or grades obtained by student will be notified to parent.
- 2) Can observe and respect customer behaviour. Student not only different abilities, but also different behaviour and characteristic. So, as mentor have to understand well around them.
- 3) Give attention more to the customer. Many various student make mentors more attentive, because in that tutoring there are some kids in elementary school that still spoiled. So not only as teacher, mentor also become a facilitator.

"Bentuk perhatian yang biasa kami terapkan misalnya, ketika siswa mengerjakan ujian online atau offline, kami akan segera menghubungi orangtua terkait nilai yang mereka dapatkan. kemudian jika ada siswa yang tidak mengikuti les, segera kami tanyakan kabarnya. Terkait pembelajaran. Jika siswa belum paham dengan materi yang disampaikan, kami akan memberikan les tambahan untuk siswa tersebut. Itu dari beberapa perhatian yang kami berikan⁷⁴.

As a student, need a lot of attention from the teacher. That attention can be done directly or indirectly. Although this tutoring is only a nonformal institution, but the attention given is more intensive so that students feel comfortable to learn. One form of direct attention is by asking questions about difficulties in learning, so student are immediately given additional hours. Then, one form of indirectly attention is by asking question to the parents when the student do not come to the tutoring.

⁷⁴ Tri Novi Yuliani, Manager of Rumah Pintar Solusi, interview, on 1st April 2020

One of excellent service looks from the appearance, both of physical appearance and spiritual appearance. To keep a physical appearance, the institution provide a uniform as like batik to be wear once in a week. Its to make an interested appearance. Teacher who is interacting directly with a student have to be good looking, tidy, and keep smile. Physical appearance also looks from the cleanliness of the place, such as classrooms, bathroom and any other else. While spiritual appearance show a good character in teaching and learning, communicating and interacting. So, both of them must be attention to be implemented in excellent service.

Facilities obtained by teachers, among others:

1) Monthly, weekly and daily benefits;

The teacher will get a basic salary and additional salary every day and every week. Being a teacher in tutoring is the same as being a teacher in the school. Become a teacher in tutoring doesn't take long time. In a day, teacher can teach for two to fourth hours a day. But the facilities obtained are very affordable⁷⁵.

2) Health and employment BPJS.

Except the salary provided, the institution also provides health and employment insurance. This will make the teacher prosper. This is evident from the length of time someone teaches. They have taught for years and become like family each other.

This part is explain about any addition of basic concept in excellent service. Ability show from the effective communication, develop motivation and can build a relationship between some institutions. Other than that, this non-formal education institution, it is more prioritizing the ability of a teacher in teaching and learning. One of the most important components of this guidance is the teacher, who called by tentor. To become teacher in this tutoring not easy. There are some qualifications that must be fulfilled. Back to the motto,"*mudengin*", make this tutoring

⁷⁵ Tri Yuli Noviani, Manager of Rumah Pintar Solusi, interview, on 1st of May 2020

very attention to the teacher. They must have ability to teach and interaction well. One that makes students smart and understanding is a good teacher.⁷⁶

Other than that, teacher have to accountability. Accountability is human self-awareness of behaviour and action both intentional and unintentional. Every institution has a responsibility for what it manages. Evidence of this tutoring responsibility can be seen in a pandemic years, teaching and learning process do through social media. Learning is done as usual, but that make different is an hours. It can be more early than usual. Every lesson have a group of discussion.⁷⁷

2. The facilities that support excellent service;

Non-formal education institutions must provide facilities that support the course of learning. The facility referred is the existing facilities and infrastructure. Facilities are equipment used directly in the educational process, especially teaching and learning processes such as building, classroom, desk, chair, teaching tools and media. While, educational infrastructure is a facility that does not directly support the course of educational process, especially in teaching process, such as yard, garden, road to school and so on⁷⁸. The exis tence of facilities for learning will increase the guarantee of fluency in teaching and learning.

As for the available facilities, among others:

a. Building

As explained above, there are two buildings used for tutoring. The beginning of establishment is still using privately owned homes. Then, more students are interested in this tutoring, making the owner rent a building as a place for teaching and learning activities. Because this tutoring was first carried out at home, so it called by Rumah Pintar Solusi.

⁷⁶ Aziz, Teacher of Rumah Pintar Solusi, interview, on 1st of Mei 2020

⁷⁸ Imam Gunawan and Djum Djum Noor benty, *Manajemen Pendidikan Suatu Pengantar Praktik* (Bandung: Alfabeta, 2017), p. 316-317.

b. Classroom

A comfortable place to study can be inside or outside the room. The classroom is a place for more specific teaching and learning activities. In the classroom there is a desk, chair, and blackboard. To provide intensive service, one class only contains a maximum of fifteen people.

c. Projector

In the classroom there is one projector. Projectors are also used as more effective and efficient learning media.

d. WIFI

One of the facilities obtained by teachers, staffs and students is WIFI. The aims to facilitate communication, and obtain information.

e. AC

Lessons will easily reach the human brain if the place used has comfort. By using AC, students can adjust the atmosphere condition

3. The strategy to realize excellent service

Strategy is very needed to help getting maximum result trough some challenge in this era. Strategy make the ideals of an institution focused about where the institution going are, and how to pass that. Strategy include many things, such as input, process and output. Every institution both of formal and informal institution has strategy of excellent service to increase customer satisfaction. Student is an object from all sides. Student will also feel service that provide in the tutoring. Some institution compete to get customer with various efforts made by each institution. In this era, many educational institution have been established that strive to provide the best service. Excellent service has some principles, those are attitude, attention, and action.

Stages to realize the strategy of excellent service are, *first*, identification of customers need. Customer in this tutoring is student. Student will choose the place of learning by considering many things, such as place, price, service, distance and many other things. So the institution have to pay attention to that thing. It is proved by giving excellent service to

the customer. *Second*, Hold outreach to schools around Banyumas lika Purwokerto, Patikraja, Banyumas, Baturaden and Ajibarang to offer tutoring service. For student elementary school, the institution only facilitates free try outs as a venue for socialization. For Junior High School usually come to SMP 1, 2, 3, 6, and 7. And for Senior High School is all of SMA around Banyumas.

Third, manage customers as well as possible. The institution strives to provide the best service, began from good teacher, facilities, and refreshing. The best service has been explain above in detail. Good teacher is also one of give best service, in other all of student can learning with their choice teacher. Institution also will give addition hours to make the student more understand about the lesson.⁷⁹

The services available are enough to provide customer satisfaction that can be seen from the product, price and service. But, after doing the stages in realizing excellent, the institution attempt to provide additional services to satisfy customers with provide additional hours for daily tests, midterms, UKK, homework consultations and majors selection counselling. All was done because of the willingness and advice from customers, see the ability of each student is different. So many of them who need additional lessons and they can determine the day and time according to deal between teacher and student.

Based on the data above, the application of excellent service strategies to satisfy customers is enough maximal based on the institution effort to provide best service. The strategy has been planned since the founding of Bimbingan Belajar Rumah Pintar Solusi. Starting from a few participant, now this institution can reach many customers. Although there is a lot of competition between each institution, but this tutoring still maintaining what is already there. The motto *mudengin* and *kekeluargaan* become a unique characteristic to realize excellent service. Attitude, attention and action

⁷⁹ Tri Yuli Noviani, Manager of Rumah Pintar Solusi, interview, on 1st of Mei 2020.

always be the things that must be forward, so that customer quality improvement can be achieved maximally.

 Analysis of customer satisfaction with excellent service in Bimbingan Belajar Rumah Pintar Solusi

Writer has explained about strategy excellent service that applied in Bimbingan Belajar Rumah Pintar Solusi. From the discussion above, the importance of service is very influence customer satisfaction. In the daily sense, customer is person whose activities are buying and using products both goods and service continuously. Customer means everyone who demands the provision of services t o meet a certain service quality standard, so that it can influence the performance.⁸⁰ Word of "customer" not only used in the corporate world, but also in education. Every institution needs customers to develop brand image of it institution. Based on the strategy of excellent service used, researcher will analyse customer satisfaction through some interview to the customer. As a guide, researcher provide an overview of customer satisfaction model under to facilitate data analysis.

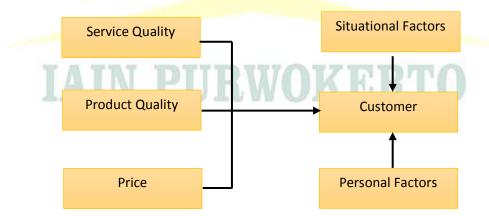


Chart 3. Customer Satisfaction Model

⁸⁰ Daryanto and Ismanto Setyobudi, Konsumen dan Pelayanan Prima....., p. 49.

Lupiyoadi said that to determine satisfaction level, there are five main factors should attention it, those are:

a. Service quality

Customer will be satisfy if they get excellent service based on customer expectations. Service quality is an efforts to meet the needs and customer needs and accuracy of their delivery in balancing customer expectation.⁸¹ Service quality is a measure of overall assessment of the good level service.⁸² To achieve good service quality, tutoring Rumah Pintar Solusi maximize services in terms of physical, like is classroom. Limiting the maximum number of fifteen in one class make this tutorial mo re effective to learning and teaching activities. The results of an interview with one of the student in this tutoring said :

"Belajar di bimbel ini menurut saya pelayanannya sudah bagus. Dalam satu kelas itu maksimal ada lima belas dan kita bisa belajar bareng dengan teman sekolah sendiri. Sehingga belajar mengajar menjadi lebih efektif dan efisien. Selain itu, ruangan juga ber AC dilengkapi dengan free WIFI. Intinya saya merasa nyaman belajar disini. Adanya akses internet juga memudahkan saya dan temanteman belajar dengan praktis".

Based on statement above, service quality can be showed as physical form or a service and how the institution can give what the customer wants. In this tutoring has been attempted to give best service quality

b. Product quality

maximum.

In educational institution, especially non formal education more prioritize in giving service. The person who provide a service is a teacher. So, Rumah Pintar Solusi is very selective in exploiting human resources. Product quality can be seen from the many student who can enter to their expected school and college. Service and product must be

⁸¹ Fandy Tjiptono, *Strategy Pemasaran* (Yogyakarta : Andi Ofset, 2001), p. 5.

⁸² Asmara Indahingwati, *Kepuasan Konsumen pada Kualitas Layanan SIM Keliling* (Surabaya : Jakad Publishing, 2019), p. 5.

suitable to the customers expected even more than expectation. In this tutoring, product offered is vary greatly.

Teachers must have good teaching skill, both of affective and cognitive. From the registration to the selection are very considered by the institution. Microteaching is repeated several times. If the quality is down so institution will give addition microteaching. The teacher who persist in teaching not only the student's choice but also power from the leader. The qualification is about 60% from the student, and 40% from the leader. Leader or manager looks directly in learning and teaching activities. So, they can assess the ability of teacher in interacting, teaching and giving solution.⁸³

c. Emotional

Social value or self-esteem is very important to make customer feel comfortable. There is a pride of customers for the tutoring. Customer will spread a goodness to other people, because of satisfying service. Emotional will be more visible in an interaction relationship every day with a leader or manager, a customer, teacher, and administrative servant. To find out the effectiveness of interactions with others by doing evaluation after teaching and learning activities.

d. Price

Product that has same quality but with a cheap price will give high value to the customer. Customer satisfaction is also determined by the price offered. The manager said that the current institution must have a strategy to develop and advance the institution in many way. In addition, the appropriate price must also be supported by regular financial management. One of the managers sais about the price of tutoring is :

"Dari dulu bimbingan belajar ini mematok harga yang sama, Mba. Walaupun sudah banyak bimbingan belajar yang terkenal, tetapi kami memaksimalkan harga 5 juta dengan pelayanan terbaik kami. Saya liat bimbingan belajar yang sudah selevel dengan kami,

⁸³ Widda Budiningrum, Teacher of Rumah Pintar Solusi, interview, on 3rd of May 2020.

mematok harga yang lebih tinggi, tetapi kami tidak. Ini juga merupakan salah satu cara memuaskan pelanggan⁸⁴".

Financing in Rumah Pintar Solusi included in standard categories, not too expensive and not too cheap. The manager just explain the total of financial in a year is for about five millions. It includes the entire financing from beginning to the end. The money will be used as necessary of institution like the employee and teacher salary, teaching equipment and student needs⁸⁵.

e. Cost

Customer will be satisfy if they could not spend addition cost. Price and cost have different meaning. In this statement, cost means addition cost from predetermined price. So, students do not require additional fees for other activities.

Kotler explain about characteristic satisfied customers such as:

a. Loyal to the product, is buying a same product in other time.

One of proof of someone's loyalty to a product or service is they will use a product or service continuously. One of alumni in this tutoring recommended his sister and brother to join in this tutoring. He said:

"Alhamdulillah berkat bimbingan belajar Rumah Pintar Solusi ini, saya lolos masuk STAN. Ini adalah impian saya semenjak SMP. Setelah terbukti kualitas bimbingan Belajar ini, saya mengarahkan kepada adik saya untuk mengikuti les di bimbingan ini. Saya masuk bimbel ini juga karena rekomendasi dari teman-teman sekolah yang katanya bimbel ini berkualitas. Banyak juga dari teman sekolah yang ikut bimbel ini. Jadi lumayan asik karena banyak teman juga⁸⁶.

b. There is communication which always positive. It will give information to the other customer about good quality of product or service. Actually, those three points related to one another. Familial relations are still very close between alumni and institution. They still communication using

⁸⁴ Tri Yuli Noviani, Manager of Rumah Pintar Solusi, interview, on 1st of May 2020

⁸⁵ Tri Yuli Noviani, Manager of Rumah Pintar Solusi, interview, on 1st of May 2020.

⁸⁶ Yaga Dewantara, Alumni of Rumah Pintar Solusi, interview, on 5st of Mei 2020.

instagram and facebook. They usually give a news regarding their continued schooling.

c. The company or institution is the main consideration. If customer want to buy other product, they will consider company that have make them satisfied.

The writer will give some proof about customer satisfaction trough several interviews to the tutoring user.

a. Name : Evita Dwi Andriani

Address : Jl. Pecarikan no 8 RT 4/5 Karang Nanas, Sokaraja, Banyumas

She explain about her reason enter Rumah Pintar Solusi. Even though her home is far from the place of tutoring, but she choose this tutoring (Rumah Pintar Solusi). She said that, in this tutoring are affordable price, there is STAN program, and many friends in there. She also acknowledge that the teacher in there can teach and guide well, friendly and a lot of fun.

b. Name : Gendis Humaira

Address : Perumahan Kober Indah

She ever join free tutoring when she was six grade of elementary school. Although only studied for a while, but the service obtained was

very good.

"Sebenarnya saya memang tidak dibolehkan les regular, Mba. Tetapi pas ada les gratis di bimbingan belajar Rumah Pintar Solusi, saya mencoba ikut. Dari pengalaman yang saya dapatkan, bimbel Solusi tentornya baik, ramah, mengajarnya juga asik. Jadi nyaman belajar disitu⁸⁷."

c. Name : Yaga Dewantara

He is student of STAN Jakarta and he is an alumni of Rumah Pintar Solusi. Based on his experience, learning and studying in this tutoring is

⁸⁷ Gendis, Student of Rumah Pintar Solusi, interview, on 4th April 2020.

very useful. He can enter a favourite university. He also recommend his brother to join this tutoring.

"Alhamdulillah berkat les di Solusi, saya dapat masuk ke STAN. Sebenarnya semangat saya juga sangat tinggi untuk bisa masuk STAN. Didukung dengan adanya program STAN di bimbingan ini, tentor nya sangat asik dan mudengin jika menjelaskan⁸⁸".

d. Name : Maryam

Researcher make an interview with one of public. One of the parent customer in this tutoring said that she can feel the advantages in join this tutoring. Besides the price is affordable, this tutoring give best service and the child always given attention by asking in the parents.

"Selama anak saya les di bimbel Solusi, Alhamdulillah belajarnya lebih giat dan prestasinya lumayan baik. Saya juga selalu mendapatkan kabar tentang perkambangan anak saya di bimbel ini. Misalnya dalam hal nilai, saya selalu diberi tahu nilai anak saya. Ketika tidak masuk pun, selalu menanyakan kabar. Itu merupakan salah satu bukti pelayanan yang ada memang tidak mengecewakan⁸⁹."

The conclusion of the data presentation above, the customer satisfaction analysis that researcher obtained came from some interviews with several customers. Customer satisfaction can not only be measured from one component. Completeness of components also become inseparable from another. For example, if asked about a good tutoring service, automatically see the appropriate price for the service. This is show the importance of consider the component to measure the customer satisfaction. The institution try to make customer satisfied, both internal customer and external customer. Internal customer such as a teacher and servant get a salary depend on their job. And external customer get a facilities that have been there in the institution.

⁸⁸ Yaga Dewantara, Alumni of Rumah Pintar Solusi, interview, on 5st of Mei 2020

⁸⁹ Maryam, one of public, interview, on 5th of Mei 2020

CHAPTER V CLOSING

A. Conclusion

As a non-formal, Rumah Pintar Solusi must have a strategy to make customer satisfy. From the discussion on the strategy of excellent service adopted by this institution, the result are following :

To make this non-formal different with other institution. The leader of this tutoring create a unique motto as like "*mudengin*" and "*kekeluargaan*". The proof and realization of *mudengin* appears from the effort to make students understand the lesson well. And *kekeluargaan* means that all of participant can be family. Strategy of excellent service have to pay attention to the indicators of excellent service, like as ability, attention, action, attitude, and accountability. The five indicators must be applied in accordance with the established strategy. By attention that things, the strategy can be carried out optimally in accordance with the objectives of the institution. Stages in realizing the strategy in this tutoring are identification of customers need, hold outreach to schools around Banyumas lika Purwokerto, Patikraja, Banyumas, Baturaden and Ajibarang to offer tutoring service, and manage a customer as well as possible.

After doing the stages in realizing excellent, the institution attempt to provide additional services to satisfy customers with provide additional hours for daily tests, midterms, UKK, homework consultations and majors selection counselling. In this educational institution, student is a customer. The institution must know the needs of students. If the customer is satisfied, it's the proof of the quality of the services provided by the institution. Customer satisfaction can be determined by using the product or service continuously. Researcher try to analysis the customer satisfaction by interview with the customers. Many of them feel satisfy to the service of this tutoring. They rate that this tutoring have good strategy to increase customer satisfaction. In terms of price, facilities, and service, it has proven that this institution can compete with other institution.

B. Suggestions

Based on the research of strategy of excellent service to customer satisfaction at Bimbingan Belajar Rumah Pintar Solusi Purwokerto, without reducing respect for the Rumah Pintar Solusi and with all humility, the researcher provided the following suggestions:

1. Rumah Pintar Solusi Institution

Fun learning will make students interested and do not get bored following the lesson. Create many methods of learning in order to make this institution get many customer. Maintain what is characteristic of this tutoring and complete what doesn't there.

2. For Student

This institution has given the best service. Take advantages from this institution to get many knowledge, friends, and sharing about the future education. Think twice if you want to skip class, because your parent has spend a lot of money for the children. Study hard and seriously in learning.

3. For other researcher

The researcher hopes that finding of this study will be used as an additional reference for a similar research with different variables or in different research design. There are still many other method that could be studied to find out the strategy in other institutions.

C. CLOSING WORDS

Alhamdulillah, there is no beautiful word to say except to Allah SWT, because his blessing and mercies everything can be performed without any troubles and obstacles. Therefore, the writer can finish this thesis entitled "THE STRATEGY OF EXCELLENT SERVICE TO INCREASE CUSTOMER SATISFACTION IN BIMBINGAN BELAJAR RUMAH PINTAR SOLUSI PURWOKERTO". Unforgettable, the writer apologizes for the limited ability to arrange this thesis because this thesis has many weaknesses. The suggestion is needed to make it better.



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CURRICULUM VITAE

A. Personal Details

- 1. Name : Islaelatul Mukaromah
- 2. Student Number : 1617401016
- 3. Date of Birth : Brebes, 22nd of August 1996
- 4. Address
 : Beran Kidul RT/RW 01/04, Cilibur, Paguyangan,

 Brebes.
 - 5. Father's Name : Ali Maskuri
 - 6. Mother's Name : Fatimah
- B. Education Details :
 - 1. Formal Education
 - a. 2003-2009, SD N Cilibur 2
 - b. 2009-2012, MTs Al Hikmah 2
 - c. 2012-2016, MA Alhikmah 2
 - d. 2016-2020, IAIN Purwokerto
 - 2. Organization Experience
 - a. ADIKSI IAIN Purwokerto
 - b. PIQSI IAIN Purwokerto
 - c. EASA IAIN Purwokerto
 - d. HMJ MPI IAIN Purwokerto
 - e. Komunitas Leadership MPI IAIN Purwokerto
- C. Motto

: Talk Less Do More

D. No Hp

: 085293043800

PEDOMAN OBSERVASI

Dalam pengamatan (observasi) yang dilakukan adalah mengamati partisipasi warga bimbingan belajar Rumah Pintar Solusi dalam pelaksanaan strategi Pelayanan Prima untuk meningkatkan kepuasan pelanggan di Bimbingan Belajar Rumah Pintar Solusi Purwokerto meliputi :

A. Tujuan :

Untuk memperoleh informasi dan data baik mengenai kondisi fisik maupun non fisik pelaksanaan strategi pelayanan prima di Bimbingan Belajar Rumah Pintar Solusi.

B. Aspek yang diamati :

- 1. Alamat/lokasi belajar
- 2. Lingkungan fisik pada umumnya
- 3. Unit/ruang kerja
- 4. Ruang kelas
- 5. Sarana belajar
- 6. Proses kegiatan belajar mengajar di kelas
- 7. Siapa saja yang berperan dalam pelaksanaan strategi pelayanan prima

PEDOMAN WAWANCARA

A. Tujuan :

Untuk mengetahui sejauh mana pelaksanaan strategi pelayanan prima di Bimbingan Belajar Rumah Pintar solusi.

B. Pertanyaan panduan :

Manajer Bimbingan belajar Rumah Pintar Solusi

a. Identitas Diri

- 2) Jabatan : Manager Personalia
- 3) Agama : Islam
- 4) Pekerjaan : Guru

b. Pertanyaan penelitian

- 1) Bagaimana sejarah berdirinya lembaga pendidikan non formal Bimbingan Belajar Rumah Pintar Solusi Purwokerto?
- 2) Apakah visi dan misi lembaga pendidikan non formal Bimbingan belajar Rumah Pintar Solusi?
- 3) Berapa jumlah siswa yang les di Bimbingan Belajar Rumah Pintar Solusi?
- 4) Berapa jumlah sarana dan prasarana yang ada di Bimbingan Belajar Rumah Pintar Solusi?
- 5) Apa jenjang kelas atau sekolah yang tersedia Bimbingan Belajar Rumah Pintar Solusi?
- 6) Apa mata pelajaran yang tersedia di Bimbingan Belajar Rumah Pintar Solusi?

- 7) Berapakah jumlah guru yang mengajar di Bimbingan Belajar Rumah Pintar Solusi?
- 8) Bagaimana kualifikasi guru yang mengajar di Bimbingan Belajar Rumah Pintar Solusi?
- 9) Berapakah jumlah staff yang ada di Bimbingan Belajar Rumah Pintar Solusi?
- Berapakah biaya yang harus dikeluarkan selama belajar di Bimbingan Belajar Rumah Pintar Solusi?
- Bagaimana strategy pelayanan prima yang diterapkan dalam bimbingan belajar Rumah Pintar Solusi Purwokerto?
- 12) Bagaimana upaya lembaga dalam muwujudkan strategy pelayanan prima?
- 13) Apa wujud dari pelayanan prima yang ada di Bimbingan Belajar Rumah Pintar Solusi?
- 14) Apa fasilitas yang menunjang pelayanan prima?
- 15) Apakah strategy pelayanan prima yang diterapkan berjalan secara maksimal?
- 16) Bagaimana cara mendapatkan pelanggan?
- 17) Apa upaya Bimbingan Belajar Rumah Pintar Solusi dalam meningkatkan kepuasan pelanggan?
- 18) Apakah kendala dalam mendapatkan pelanggan?
- 19) Apa pencapaian atau prestasi yang didapatkan setelah belajar di Bimbingan Belajar Rumah Pintar Solusi?
- 20) Apakah Bimbingan Belajar Rumah Pintar Solusi memiliki kerjasama dengan lembaga lain?

Siswa dan Wali Siswa

- a. Identitas Diri
 - 1) Nama Siswa: Evita Dwi Andriani2) Nama Orang tua siswa: Suti aningsih
 - 3) Agama : Islam
- b. Pertanyaan penelitian

- 1) Darimana Anda mengenal Bimbingan Belajar Rumah Pintar Solusi?
- 2) Apa yang membuat Anda tertarik pada Bimbingan Belajar Rumah Pintar Solusi?
- 3) Apakah fasilitas yang didapatkan di Bimbingan Belajar Rumah Pintar Solusi?
- 4) Berapa lama Anda les di Bimbingan Belajar Rumah Pintar Solusi?
- 5) Apa saja kelebihan Bimbingan Belajar Rumah Pintar Solusi disbanding yang lain?

6) Apakah perbedaan fasilitas yang didapatkan pada jenjang SMP/SMA?

Guru

a. Identitas Diri

- 1) Nama : Widda Budiningrum
- 2) Pengampu : Biologi
- 3) Agama : Islam

b. Pertanyaan penelitian Apakah selesi menjadi guru di Solusi sangat ketat?.

- 1) Bagaimana kriteria guru yang bertahan di Bimbel Solusi?
- 2) Bagaimana metode siswa dalam menilai guru?
- 3) Bagaimana metode pimpinan dalam menilai guru?
- 1) Bagaimana sejarah berdirinya lembaga pendidikan non formal Bimbingan Belajar Rumah Pintar Solusi Purwokerto?
 - Jawab:

Lembaga bimbingan belajar Rumah Pintar Solusi di bangun pada tahun 2007 oleh Mr. Agus Priyambodo S.T. Dia merupakan luusan UGM jurusan Teknik dan Geometri. Awalnya beliau menjadi guru les di salah satu bimbingan belajar ternama di Purwokerto, bahkan mengajar sekitar Jawa Tengah. Semakin hari, banyak anak didik yang datang ke rumah untuk meminta les tambahan. dari awal itulah, akhirnya Mr. Agus mulai mendirikan lembaga bimbingan belajar sendiri di rumahnya. Sampai sekarang sudah ada dua tempat bimbingan belajar yaitu di Jl. Jatiwinangun Jl. Mardikenya. Sampai saat ini lembaga ini masih berjalan normal dengan pelayanan yang diberikan.

- 2) Apakah visi dan misi lembaga pendidikan non formal Bimbingan belajar Rumah Pintar Solusi?
 - Jawab:

Visi Misi di lembaga ini belum ada, hanya ada motto sebagai acuan dalam mewujudkan tujuan lembaga. Adapun motto yang ada yaitu *mudengin* dan *kekeluargaan*. Setiap motto memiliki arti tersendiri. Kami memilih motto tersebut karena kami ingin setiap siswa atau pelanggan yang belajar di tempat kami paham dan mengerti materi yang disampaikan sehingga dapat *mudengin*. *kekeluargaan* disini maksudnya, setiap masyarakat bimbingan belajar Rumah Pintar Solusi dapat menjadi sebuah keluarga, baik antara pimpinan, siswa, guru, dan karyawan.

3) Berapa jumlah siswa yang les di Bimbingan Belajar Rumah Pintar Solusi? Jawab:

dari tahun ke tahun, bimbingan belajar Rumah Pintar Solusi mengalawi peningkatan jumlah siswa. Pada masa kejayaannya tahun 2012 hampir mencapai 700 siswa, mulai dari SD, SMP, dan SMA. Namun, semenjak adanya bimbingan online dan sistem zonasi, menjadi penghambat dalam mendapatkan peserta didik. Banyak dari mereka yang memilih les online. Dan karena sistem zonasi, siswa dapat masuk ke sekolah terdekat tanpa harus seleksi, jadi mereka tidak memilih les.

4) Berapa jumlah sarana dan prasarana yang ada di Bimbingan Belajar Rumah Pintar Solusi?

No	Facilities	Volume
1.	Building	2
2.	Office	2
3.	Receptionist	2
4.	Classroom	9
5.	Parking Area	2
6.	Bathroom	4
7.	White Board	9
8.	Student's chair	60
9.	Student's table	60
10.	Teacher's chair	9
11.	Teacher's table	9
12.	Cupboard	4

13.	Microp	3
14.	Computer	4
15.	Projector	2
16.	Worship place	2
17.	Kitchen	2
18.	Trash can	2

5) Apa jenjang kelas atau sekolah yang tersedia Bimbingan Belajar Rumah Pintar Solusi?

Jawab:

SD, SMP, SMA dan Kedinasan

6) Apa mata pelajaran yang tersedia di Bimbingan Belajar Rumah Pintar Solusi? Jawab :

SD (Matematika, IPA, IPS, Bahasa Indonesia dan Bahasa Inggris)

SMP (Matematika, IPA, IPS, Bahasa Indonesia dan Bahasa Inggris)

SMA (Matematika, Bahasa Inggris, Ekonomi-Akutansi, Sosiologi-Geografi,

Bahasa Indonesia), biasanya ditambah dengan soal" kedinasan.

7) Berapakah jumlah guru yang mengajar di Bimbingan Belajar Rumah Pintar Solusi?

Jawab :

17 guru

8) Bagaimana kualifikasi guru yang mengajar di Bimbingan Belajar Rumah Pintar

Solusi? Jawab :

- dapat mengajar dengan baik
- duput mengujur dengan burk
- Memiliki komunikasi yang bagus
- memiliki ijazah S1
- sopan dan menarik
- 9) Berapakah jumlah staff yang ada di Bimbingan Belajar Rumah Pintar Solusi? Jawab :

2 orang

 Berapakah biaya yang harus dikeluarkan selama belajar di Bimbingan Belajar Rumah Pintar Solusi? Jawab :

Kalau untuk harga kami mematok 5 juta dalam satu tahun

 Bagaimana strategy pelayanan prima yang diterapkan dalam bimbingan belajar Rumah Pintar Solusi Purwokerto?

Jawab :

Strategi untuk mewujudkan pelayanan prima pada umumnya dengan mengidentifikasi kebutuhan pelanggan, mengadakan **sosialisasi ke sekolah**-sekolah sekitar Barlimas cakeb, dan mengelola customer sesuai dengan indikator pelayanan prima.

12) Bagaimana upaya lembaga dalam muwujudkan strategy pelayanan prima? Jawab:

Dengan memaksimalkan kinerja pelayanan yang sesuai dengan motto yang ada, yaitu mudengin dan kekeluargaan.

13) Apa wujud dari pelayanan prima yang ada di Bimbingan Belajar Rumah Pintar Solusi?

Jawab :

- Memaksimalkan 15 orang per kelas
- Tutor yang mudengin
- Les tambahan
- 14) Apa fasilitas yang menunjang pelayanan prima?
 - WiFi

AC

- Ruang kelas yang nyaman dengan adanya proyektor
- 15) Apakah strategy pelayanan prima yang diterapkan berjalan secara maksimal? Jawab:

Dari kami sudah memaksimalkan pelayanan sesuai harapan pelanggan, tetapi ada beberapa kendala karena adanya sistem zonasi dan banyak jasa bimbingan online seperti Ruang Guru.

16) Bagaimana cara mendapatkan pelanggan?

Sosialisasi melalui media sosial maupun ke sekolah-sekolah

17) Apa upaya Bimbingan Belajar Rumah Pintar Solusi dalam meningkatkan kepuasan pelanggan?

Dengan memperhatikan ukuran kepuasan pelanggan, seperti harga, produk, biaya tambahan, emosional dan kualitas pelayanan.

- 18) Apakah kendala dalam mendapatkan pelanggan?Persaingan antar lembaga bimbingan yang semakin ketat dan banyak
- 19) Apa pencapaian atau prestasi yang didapatkan setelah belajar di Bimbingan Belajar Rumah Pintar Solusi?

Banyak diantara siswa di Bimbingan Belajar masuk ke perguruan tinggi atau sekolah yang diharapkan, seperti STAN, UGM, dan universitas ternama maupun sekolah ternama di sekitar Banyumas.

20) Apakah Bimbingan Belajar Rumah Pintar Solusi memiliki kerjasama dengan lembaga lain?

Jawab:

Belum ada, karena lembaga ini memang berdiri secara mandiri.

 Darimana Anda mengenal Bimbingan Belajar Rumah Pintar Solusi? Jawab:

Dari mereka ada yang sebagian mengenal bimbingan Solusi dari kakak kelas, kerabat, sosial media, maupun sosialisasi ke sekolah.

 2) Apa yang membuat Anda tertarik pada Bimbingan Belajar Rumah Pintar Solusi?
 Jawab :

Tentor nya asik dan mudengin

Banyak teman yang les di Solusi

Banyak les tambahan dan gratis

3) Apakah fasilitas yang didapatkan di Bimbingan Belajar Rumah Pintar Solusi?

Jawab:

Sesuai dengan yang sudah ada di brosur, biasanya ada outbound bagi siswa akhir baik SMP maupun SMA

4) Berapa lama Anda les di Bimbingan Belajar Rumah Pintar Solusi?

Jawab:

Ada yang satu semester, satu tahun, bahkan 4 tahun

5) Apa saja kelebihan Bimbingan Belajar Rumah Pintar Solusi dibanding yang lain?

Jawab:

Yang paling disukai banyak siswa karena gurunya asik, mudengin dan ramah.

- 6) Apakah perbedaan fasilitas yang didapatkan pada jenjang SMP/SMA?
- Apakah selesi menjadi guru di Solusi sangat ketat? Jawab:

Memang betul, harus melalui seleksi berkas, wawancara dan microteahing.

2) Bagaimana kriteria guru yang bertahan di Bimbel Solusi?

Jawab:

Mereka yang memiliki kemampuan mengajar dengan baik dan merupakan pilihan siswa. Penilaian dilakukan oleh siswa 60% dan dari pimpinan 40%.

3) Bagaimana metode siswa dalam menilai guru?

Jawab:

Ada kritik dan saran yang disediakan untuk menilai kinerja dari guru oleh siswa

4) Bagaimana metode pimpinan dalam menilai guru?

Jawab:

Dengan melihat secara langsung bagaimana seorang guru dapat mengajar dengan baik, dari mulai mengawali pembelajaran, menyampaikan materi, menggunakan metode dan lain sebagainya.

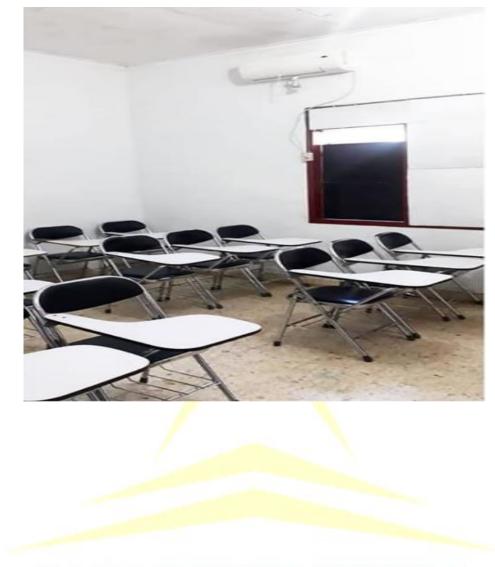
LAMPIRAN





Ruang Kelas









Kegiatan Sosialisasi di SMP/ <mark>SM</mark>A





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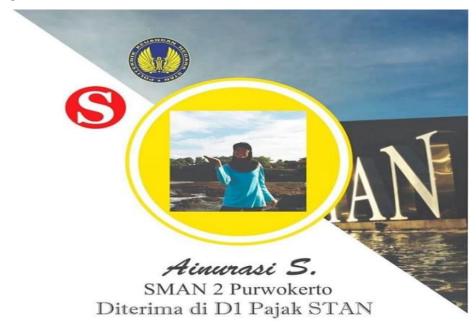


Kegiatan Outbound



Pencapaian/ Prestasi

S



Siswa Solusi yang Lolos SBMPTN 2018

Deby Aulia F.	SMAN 1 PWT	Kesmas-UNNES
Shofy Nurul	SMAN 2 PWT	Agribisnis-UNSOED
Rifqi Rizal	SMAN 2 PWT	Tek, Elektro-UNSOED
Rizky Zepdi N.	SMAN 2 PWT	Tek. Elektro-UNSOED
Leli Nur R.	SMAN 2 PWT	Pend. Kimia-UNY
Anggun Ayu	SMAN 2 PWT	TI-UNSOED
Devi Ristra	SMAN 2 PWT	Kimia-UNNES
Lutfiana Waluyo	SMAN 2 PWT	Pend. MTK-UNNES
M Naufal Fatih Aji	SMAN 4 PWT	PGSD-UNS
Fahmi Adi Satrio	SMAN 5 PWT	Pertanian-UNSOED
Nur Amalia	SMAN 5 PWT	Tek. Listrik-Pol. Negeri JKT
Salma Zafira A.	SMAN BTR	Fisika-UNSOED
Naufal Rizky R.	SMAN PTKRJ	Administrasi Negara-UNSOED
Nisa Fauztina	SMA IT	Ilmu Komunikasi-UNSOED
Aditya Rahadiansyah	SMA IT	Tek. Sipil-UNSOED
Prabandini Nur	SMA IT	Manajemen-UGM
Fadel	SMA IT	Manajemen-IPB
Wilujeng	SMA IT	Hukum-UNSOED
Dan Masih Banyak La	gi.	

Daftar Siswa SOLUSI yang Diterima di SMA/SMK Favorit

S

NAMA	Asal Sekolah	Diterima Di
Syifa Alvandini J	SMPN 2 PWT	SMAN 1 PWT
Ivan Nugraha M	SMPN 2 PWT	SMAN 1 PWT
Natasyah J. P.	SMPN 2 PWT	SMAN 1 PWT
Anjani Ainur R.	SMPN 2 PWT	SMAN 1 PWT
Marsekal Diaz S.	SMPN 2 PWT	SMAN 1 PWT
Findha Annisa	SMPN 8 PWT	SMAN 1 PWT
Naila Nabila Z.	SMPN 2 PWT	SMAN 2 PWT
Sad Keenanda A.	SMPN 2 PWT	SMAN 2 PWT
Cisha Mahadewi	SMPN 3 PWT	SMAN 2 PWT
Daffa Hanif	SMPN 6 PWT	SMAN 2 PWT
Khotib Cut Aisyah	SMPN 6 PWT	SMAN 2 PWT
Galih Trilaksono	SMPN 6 PWT	SMAN 2 PWT
Bagus Andhika	SMPN 7 PWT	SMAN 4 PWT
Arya Dwi Aziz	SMPN 3 PWT	SMAN 4 PWT
Zulfa Azzah Nur	SMPN 9 PWT	SMAN 4 PWT
Novi Dwi Setyani	SMPN 1 PWT	SMAN 5 PWT
Syadina Zufarin	SMPN 2 PWT	SMAN 5 PWT
Ryan Aditya	SMPN 6 PWT	SMAN 5 PWT
Dimas Aji Nugroho	SMPN 6 PWT	SMAN 5 PWT
Hanah Nur	SMPN 8 PWT	SMAN 5 PWT
Fidela Ayusita	SMPN 3 PWT	SMAN 5 PWT
M. Sindu Satria	SMPN 6 PWT	SMK TELKOM





Fasilitas



Testimoni



IAIN PURWOKERTO



JI. Banowati No. 31 Jatiwinangun-PWT, Telp. 0281-636 218 T RumahPintarSolusi .com Jl. Mardikenya No.04 Kranji-PWT, Telp. 0281-651 2106 🖉 @RUMAHPINTARSOLUSI



IAIN PURWOKERTO	Telp. (0281) 635624, 6282	A. Yani No. 40A Pury	KEGURUAN wokerto 53126 w.laingrwoherto and
Nomor	: B-99 7.6 /In.17/FTIK.J.MP/	PP.00 9/1X/2010	w.lainpurwokerto.ac.id
Lampiran Hal	Permohonan Ijin Obser		Purwokerto, 23 - 09 - 19
	 Nama NIM Semester Jurusan/Prodi Tahun akademik maka kami memohon ke pendahuluan kepada ma dilaksanakan dengan kete Obyek 	wb. Igan hormat bahwa, d asiswa kami : Islaelatul Mukara 1617401016 7 (tujuh) FTIK/MPI 2019/2020 epada Bapak/Ibu untu ahasiswa kami tersel entuan sebagai beriku The Strategy n in Bimbingan Belaji	alam rangka pengumpulan data guna omah k berkenan memberikan ijin observas out. Adapun observasi tersebut akan of Service Excellent to Increas ar Rumah Pintar Solusi Purwokerto jar Rumah Pintar Solusi Purwokerto
	Kemudian atas ijin dan p Wassalamu'alaikum wi	r. wb.	tami sampaikan terima kasih. In Wabil Dekan Bidang Akademik Ina Datasan Manajemen Pendidikan
Fembusan - Arsip		r. wb.	n Wabil Dekan Bidang Akademik
		r. wb.	na Makil Dekan Bidang Akademik etua Janasan Manajemen Pendidikan



Hal : Permohonan Persetujuan Judul Skripsi

Purwokerto, Kepada : Yth. Dekan FTIK IAIN Purwokerto Di Purwokerto

Assalamu 'alaikumWr, Wh.

Yang bertanda tangan di bawah ini, mahasiswa Institut Agama Islam Negeri Purwokerto :

- : Islaelatul Mukaromah L. Nama
- 2. NIM 1617401016 VII
- 3. Semester

: Manajemen Pendidikan Islam 4. Jurusan/Prodi

5. TahunAkademik : 2019/2020

Dengan ini mohon dengan hormat untuk menyetujui judul rencana skripsi saya guna melengkapi sebagian syarat untuk menyelesaikan studi program S-1 pada Fakultas Tarbiyah dan Ilmu Keguruan Institut Agama Islam Negeri Purwokerto. Adapan judul skripsi yang saya ajukan adalah:

The Strategy of Excellent Service to Increase Customer Satisfaction in Bimbingan Belajar **Rumah Pintar Solusi**

Sedangkan sebagai Dosen Pembimbing Skripsi adalah: Dr. Suparjo M.A. Bersama ini kami lampirkan dokumen sebagai berikut:

- 1. Berita Acara seminar proposal skripsi
- 2. Surat keterangan telah seminar proposal skripsi
- 3. SK pembimbing skripsi

Demikian surat permohonan ini saya buat, atas perhatian dan perkenan Bapak, saya ucapkan terima kasih.

Wassalamu 'alikum Wr. Wb.

Mengetahui, Dosen Pembimbing

Dr. Suparjo M_A NIP, 19730717 199903 1 001

Hormat Saya

Islaciatul Mukaromah NIM, 1617401016

Menyetujui : KetuaJurusan/Prodi MPI

Rahman Afandi M.S.I NIP. 196808032005011001





KEMENTERIAN AGAMA INSTITUT AGAMA ISLAM NEGERI PURWOKERTO FAKULTAS TARBIYAH DAN ILMU KEGURUAN



Alamat : JI, Jend, A, Yani No. 40A Purwokerto 53126 Telp. (0281) 635624, 628250Fax: (0281) 636553, www.iainpurwokerto

SURAT KETERANGAN PERSETUJUAN JUDUL SKRIPSI NOMOR : B- //In.17/WD.I.FTIK/P.009/....^{13/}....²)

Vang bertanda tangan dibawah ini -

B -		
1.	Nama	: Dr. Suparjo, M.A.
2.	NIP.	19730717 199903 1 001
3.	Pangkat/Golongan/Ruang	: Pembina (IV/a)/ Lektor Kepala
4.	Jabatan	: Wakil Dekan Bidang Akademik FTIK
5.	Pada Perguruan Tinggi	: Institut Agama Islam Negeri (IAIN) Purwokerto

Menerangkan bahwa rencana skripsi yang berjudul: The Strategy of Excellent Service to Increase Customer Satisfaction in Bimbingan Belajar Rumah Pintar Solusi Purwokerto Yang diajukan oleh mahasiswa

and the second s	Nama	: Islaelatul Mukaromah
2	Tempat/Tanggal Lahir	: Brebes, 22 Agustus 1996
3.	NIM	1617401016
4.	Semester	VII
5.	Jurusan/ Prodi	: Manajemen Pendidikan Islam
6.	Tahun Akademik	: 2019/2020
7.	Pembimbing : Dr. Supario	M.A.

Disetujui sebagai judul penulisan skripsi mahasiswa tersebut di atas.

Demikian surat keterangan ini dibuat dengan sebenarnya untuk dapat digunakan sebagaimana mestinya.

> Dibuat di : Purwokerto Pada Tanggal: ...

An. Dekan Wakil Dekan Bidang Akademik

5 N

Dr. Suparjo, M.A. NIP. 19730717 199903 1 001



IAIN.PWT/FTIK/05.02. Tanggal Terbit : (diisi tanggal pembuatan surat) No. Revisi

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CATATAN: <u>1 Penambahan latar Belakar</u> 2 Penggantian redaksi pada <u>3 Penambahan subjek pada</u> 4 Nama Jurnal harvi dituli:	tujuan prakhis
	skan jika terjadi perubahan judul):
Ketua Jurusan/Prodi MPI Ketua Jurusan/Prodi MPI Ketua Jurusan/Prodi MPI Ketua Jurusan/Prodi MPI Ketua Jurusan/Prodi MPI MPI NIP. 19680803 200501 1 001	Purwokerto, 30 Oktober 2019 Penguji <u>Dr. Novan Ardy Wiyani, M.Pd.I</u> NIP. 19850525 2015303 004
Ketua Jurusan/Prodi MPI	Purwokerto, 30 Oktober 2019 Penguji Dr. Novan Ardy Wiyani, M.Pd.I



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BERITA ACARA MENGIKUTI KEGIATAN SIDANG MUNAQOSYAH SKRIPSI

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Jurusan/Prodi : MPI	
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Ketua/Sekretaris Sidang	Mahasiswa/Observer
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18 Mawi Khushi Albor, M. Pd.1

Slaelatul Mutaromah

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	Dr. Suparjo	MA ·	L L	IF Hovan Ardy Wigh
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	Jun .	Meng	etahui,	
		Ketua	Jurusan MPI	
		Rahr NIP.	<u>nan Afandi, S</u> 19680803 21	.Ag. MSI 00501 1001
		Вара NIP.	19680803 2.0	1001 1050

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Yang bertanda tangan di bawah ir	ni, Ketua Jurusan/Prodi MPI FTIK IAIN Purwokerto
menerangkan bahwa proposal skrips	i berjudul :
"The Strategy of Service Excellent	to Increase Customer Satisfaction in Bimbingan Belajar
Rumah pintar solusi Purwokerto"	
Yang disusun oleh :	
Nama : Islaelatul M	Aukaromah
NIM : 161740101	6
Semester : VII (Tujuh)
Jurusan/Prodi : MPI	
Benar-benar telah diseminarkan pada	a tanggal : 30 Oktober 2019
Demikian surat keterangan ini	i dibuat dan dapat digunakan sebagaimana mestinya.
	Dibuat di : Purwokerto
	Pada tanggal : 0 1 - 1 1 - 1 9
Mengetahui,	
Retua Junsan/Prodi MPI	Penguji,
	\sim
* Acronation	N

H. Rahman Arandi, S.Ag., M.S.I NIP, 19680603 200501 1 001

Dr. Novan Ardy Wiyani, M.Pd.I NIP. 19850525 2015303 1 004



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REKOMENDASI SEMINAR PROPOSAL SKRIPSI

Dengan ini kami Dosen Pembimbing dari mahasiswa :

Nama	:	Islaelatul Mukaromah
NIM	:	1617401016
Semester	:	7 (tujuh)
Jurusan/Prodi	:	Manajemen Pendidikan Islam
Tahun Akademik	:	2019/2020
Judul Proposal Skripsi		The Strategy of Service Excellent to Increase Customer
		Satisfaction in Bimbingan Belajar Rumah Pintar Solusi

Menerangkan bahwa proposal skripsi mahasiswa tersebut telah siap untuk diseminarkan apabila yang bersangkutan telah memenuhi persyaratan akademik. Kepada pihak-pihak yang terkait dengan seminar ini harap maklum.

Purwokerto, 22 Oktober 2019

Mengetahui, Ketua/Jurusan/prodi MPI

Rahman Afandi M.S.I NIP. 19680803 200501 1 001

Dosen Pembimbing

br

Dr. Suparjo M.A NIP. 19730717 199963 1001



<u>SURAT KETERANGAN</u> No. B- 521.b /ln. 17/WD.I.FTIK/PP.009/V/2020

Yang bertanda tangan di bawah ini Wakil Dekan Bidang Akademik, menerangkan bahwa :

Nama	: Islaelatul Mukaromah
NIM	: 1617401016
Prodi	: MPI

Mahasiswa tersebut benar-benar telah melaksanakan ujian komprehensif dan dinyatakan pada :

Hari/Tanggal : Senin, 11 Mei 2020

Nilai : A-

Demikian surat keterangan ini kami buat untuk dapat digunakan sebagaimana mestinya.

> Purwokerto, Senin, 11 Mei 2020 Wakil Dekan Bidang Akademik,



Dr. Suparjo, M.A. NIP. 19730717 199903 1 001

	Nama Nama No. Induk Fakultas/Jurusan Pembinbing Nama Judul No Hari / Tanggal No Hari / Tanggal No Hari / Tanggal No Selasa, 22 Oktober 2019 2. Selasa, 22 Oktober 2019	>
Dibuat di : Purwokerto Pada tanggal : 22 Oktober 2013 Dosen Pembimbing Ur: Sulpanjo, S. Ag. M. A NIP. 19730717 1999 63 1001	MANGKO BIMBINGAN PROPOSAL BLANGKO BIMBINGAN PROPOSAL BLANGKO BIMBINGAN PROPOSAL Islaelatul Mukaromah Frik /Mpl Or. Suparjo S.Ag. MA The strategy op service excellent tp increase customer sahspachon Tanda Tangan BAB I Oblebber BAB I BAB I J.L. BAB I J.L. BAB I J.L.	KEMENTERIAN AGAMA INSTITUT AGAMA ISLAM NEGERI PURWOKERTO
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KEMENTERIAN AGAMA IN STITUT AGAMA ISLAM NEGERI PURWOKERTO FAKULTAS TARBIYAH DAN ILMU KEGURUAN Alamat : Jl. Jend. A. Yani No. 40A Purwokerto 53126 Jam Purwokerto 53126 (0281) 635624, 628250Fae: (0281) 635538, www.datguruwkerto.ac.id



REKOMENDASI MUNAQOSYAH

Assalamu'alaikum Wr. Wb.

Yang bertanda tangan di bawah ini, Dosen Pembimbing Skripsi dari mahasiswa :

Nama	Islaelatul Mukaromah
NIM	1617401016
Semester	: VIII
Jurusan/Prodi	MPI
Angkatan Tahun	2016
Judul Skripsi	The Strategy of Excellent Service to Increase Customer Satisfaction in Bimbingan Belajar Rumah Pintar Solusi Purwokerto
	Delana Paman Pintar Soluti Purwokerto

Menerangkan bahwa skripsi mahasiswa tersebut telah siap untuk dimunaqosyahkan setelah yang bersangkutan memenuhi persyaratan akademik yang ditetapkan.

Demikian rekomendasi ini dibuat untuk menjadikan maklum dan mendapatkan penyelesaian sebagaimana mestinya.

Wassalamu alikum Wr. Wb.

e

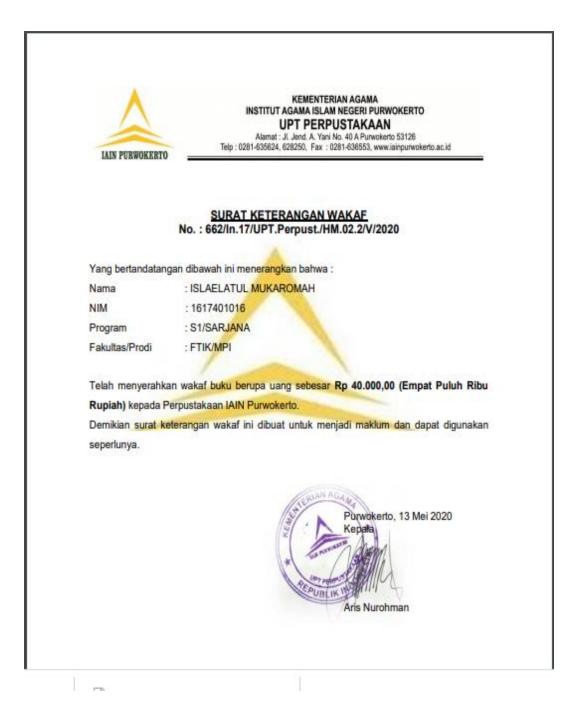
Purwokerto, 15 Mei 2020

Mengetahui, Ketua Jurusan MPI

Rahman Afandi M S.I NIP. 19680803200501 1 001

Dosen Pembimbing

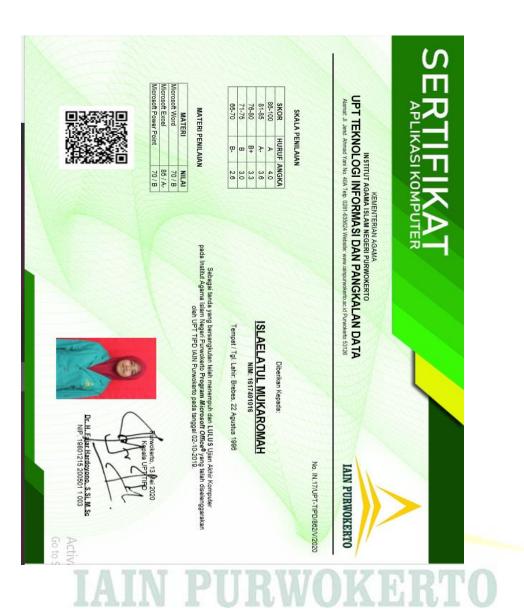
Dr. Supario M.A. NIP. 19730717 199903 1 001





لنوان: شارع جذحال أحمديانى رقم: ٤/ بغروو كرتو ٥٣١٢٦، ماتغد ١٢٥٦٢٤-١٨٠ عاتم. ماتكري ١٢٥٢٤٤٢٢٥ مسمنا ما المحديات قد استحق/استحقت الخصول على شهادة إجادة اللغة العوبية بجميع مهاراتما على المستوى المتوسط وذلك بعد إتمام الدراسة التي عقدتما الوحدة لتسبة اللعة وفق المنهج المقرر بتقدير: قم الموظيف : 19670307 199303 1 005 (JAN PURNSKERTO مَد المثال ۲۰۰۰/ 778/ PP. . . . // UPT. Bha(17.0) بها تشهد الوحدة لتنمية اللغة بأن: 2016 Juin 22 JE Saby N 4 وزارة الشؤون الدينية البامعة الإسلامية المكومية بوروور Ag. . Jan المحدة لتنمية اللغة الاسم: اسليلة المكرمة MPI : mail





		LAIN PURWOKERTO -
TAXAS SAL	KEMENTERIAN AGAMA INSTITUT AGAMA ISLAM NEGERI PURWOKERTO LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT	