

Application of Total Quality Services (TQS) in Course Institutions and Training Main Jaya Deli Serdang District

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Abstract: The focus of this research is the Implementation of the Implementation of Total Quality Services starting from the process of planning, implementing, monitoring, and measuring achievement that refers to the quality assurance standards or BANPAUDPNF Accreditation. The study was conducted with a qualitative method with a phenomenological approach. The key informants of this research are active managers, instructors or educators and students, while data collection is done by interviewing, observing, and documenting. From the research results obtained that the Implementation of the Implementation of Total Quality Services starting from the process of planning, implementation, supervision, and measuring achievement that refers to the quality assurance standards or BANPAUDPNF Accreditation has been done well, in accordance with the guidelines or reference for quality assurance instruments of courses and training institutions, in accordance with the BANPAUDPNF Accreditation quality standard with Grade / Rating Achievement of B (Good). Recommendations for improving TQS in LKP. Utama Jaya, especially to improve supporting facilities and infrastructure services, namely the addition of toilet rooms, and the construction of parking spaces and the addition of instructors in teaching in class needs to be done, bearing in mind the increase in the number of students or students each year has doubled from the previous year. With the optimal implementation of TQS, it is hoped that it can satisfy the customer and increase the number of students who will also increase the welfare of the institution, Educators and Education Personnel.

Keywords: Total Quality Services, Training

I. Introduction

The development of the Course and Training Institute (LKP) in Indonesia means that courses and training are increasingly needed by the people of Indonesia. There are more and more types of courses, and they are developing over time. New technology requires new understanding so humans can use it in life. New course programs have sprung up along with the development of information and technology. Many course institutions move to organize new programs that are more attractive to the community. New institutions have also sprung up to add to the vibrant business of courses and training in Indonesia.

As we know in article 103 paragraphs (1) of the Republic of Indonesia Government Regulation Number 17 of 2010 concerning Management and Implementation of Education Courses and Training Institutions (LKP), where LKP is a non-formal educational institution that aims to train and provide special skills to students for can equip themselves ready to work in DUDI (Industrial Business World).

While Wartanto (in Denura, 2012: 32) revealed that the Institute of Courses and Training (LKP) had a significant role by absorbing the workforce, namely 78 percent were accepted in the world of work, 12 percent were entrepreneurs, and the rest were not detected. The course according to the understanding and the Big Indonesian Dictionary (KBBI) is "a lesson of knowledge or intelligence that is given briefly". And according to Senduk (Triyana, 2012: 17) states that "The course is an activity providing lessons or material that is more practical than attending formal education, because courses are usually used as a venue to deepen certain areas of expertise". In addition to deepening the field of expertise, courses can be used as a place to look for the provision of individual skills or skills to enter the world of work and entrepreneurship.

The Central Statistics Agency (BPS) recorded the number of unemployed people in August 2019 experiencing an increase of 50,000 people or 0.71% from the same period in 2018. The number of unemployed is now 7.05 million from last year's 7 million people. The increase in unemployment is in line with the increase in the labor force in Indonesia by 1.95%. Where there are 133.5 million Indonesians who are ready to work in August 2019, from the same period in 2018 of 131.01 million people. In August 2019, of the total workforce

there were 126.5 million people employed and 7.05 million unemployed. From the above data it can be seen that unemployment in Indonesia is increasing every year (CNN Indonesia, Tuesday 5/11/2019; 15: 58)

The existence of LKP, is an alternative to be able to hone skills or expertise in the form of courses and training in accordance with the interest programs that are of interest, to become output that is ready to use in the world of work later, or work, open their own business.

With the development of courses and training institutions, the level of competition in the non-formal education business is getting tighter. LKP customers, especially LKP students, compete to choose LKP that has satisfying service in accordance with the wishes and needs and expectations of customers.

Total Quality Services (TQS) is a strategic and integrative management system that involves all managers and employees, and uses quantitative and qualitative methods to fully improve customer expectations. (FandyTjiptono, 2004). Excellent service at LKP is important, because with the best service provided, it will provide a good image and reputation for the LKP. Excellent service gives the first impression to the end in serving students. With excellent service, customer loyalty is expected to be maintained. The quality of students' learning activity is appointed by authority and education implemented by the teachers in learning process (Abdillah:2012).

Excellent service at LKP is caring for customers by providing the best service to facilitate the fulfillment of needs, in an effort to achieve the satisfaction of students, parents of students and also DUDI (Industrial Business World). Excellent service must be supported by quality human resources that are reliable, have a vision that is far ahead and can develop strategies and tips for excellent service that has excellence. Attitude, behavior and motivation skills are coaching efforts that cannot be provided in general training and skills and work skills formation.

Many studies have been conducted, regarding Total Quality Services, one of which is a case study research conducted by Grace Olivia Simangunsong, Nina Widowati, 2017, with the research title "Analysis of the quality of education services in inclusive schools in Semarang City (case study in SMP Negeri 5 Semarang)" (<https://ejournal3.undip.ac.id>), the final results of the study stated that inclusive education services in SMP Negeri 5 Semarang were not good. This is evidenced by research that has been done using five dimensions of service quality according to Zeithaml et al, namely: (1) Tangible Dimensions (tangible), (2) Dimensions of reliability (reliability), (3) Dimensions of responsiveness (responsiveness), (4) The assurance dimension, (5) The dimension.

Empathy. With this research, it is clear that there is a lack of optimism in services, so researchers provide recommendations for service improvement at the institution.

So important is the meaning of a service in an institution. With excellent service, it will guarantee the loyalty and satisfaction of customers who use the service.

UTAMA JAYA Course and Training Institute, which is located at Jl.GgAbas, Beringin Village, Beringin District, Deli Serdang Regency, Postal Code 20552, established since 2016, is one of the LKP that has been officially accredited by BANPAUDPNF and received an assessment of B performance in 2019. This LKP continues trying to provide excellent service to customers, and also to DUDI (Business and Industrial World). As we know that, LKP.UTAMA JAYA has four computer and technology-based learning programs, namely: (1) Web Design Program, (2) Desktop (Visual Basic) Program, (3) Computer and Network Technician Program, (4) MsProgram .Office / Office.

LKP.UTAMA JAYA also has a fairly extensive DUDI (Industrial Business World) network. LKP.UTAMA JAYA also accepts vocational students to do the PRAKERIN (Industrial Work Practices) program from SMKs around Deli Serdang district.

LKP's internal promotion and approach with DUDI is well established. The Training Program from the Village Fund is also often worked on by LKP.UTAMA JAYA, especially for office administration computer program activities. In addition, LKP.UTAMA JAYA also uses internet media or websites to hold promotions on social media and interact with students or students.

II. Research Methods

The place of this research is LKP.UTAMA JAYA, located on Jl. GgAbas, Beringin Village, Beringin District, Deli Serdang Regency, Postal Code 20552. Research was conducted for 3 months starting from January to March 2020. According to Bogdan and Taylor in Moleong (1989) that qualitative research produces descriptions / descriptions in the form of written or oral words from the behavior of the actors that can be observed in a social situation. In qualitative research, data collection is done in natural settings (natural conditions), primary data sources and data collection techniques are more on participant observation, in-depth interviews, and documentation (Sugiono, 2017).

III. Results and Discussion

What is the planning phase of Total Quality Services in Jaya's Main Course and Training Institute?

Total Quality Services is a strategic and integrative management system that involves all managers and employees, and uses quantitative and qualitative methods to fully improve customer expectations. (FandyTjiptono, 2004). Excellent service at LKP is important, because with the best service provided, it will provide a good image and reputation for the LKP. Excellent service gives the first impression to the end in serving students. With excellent service, customer loyalty is expected to be maintained.

The planning phase of Total Quality Services in LKP.Tama Jaya begins with planning SKL or Graduation Standards, then planning in the process of preparing syllabus, curriculum and also RPP, after that continued with the provision of educators and teaching staff as well as infrastructure facilities provided at LKP. Utama Jaya. Planning TQS LKP.Utama Jaya, in accordance with elements of the institution's quality assurance. The Stages of Planning compiled by LKP. Utama Jaya are in accordance with the results of interviews with LKP leaders who are also the managers of LKP. Utama Jaya Bp. Ban Lesmana, Amd, on Thursday, February 20, 2020 at 10:00 WIB.

How is the implementation or implementation of TQS in the Jaya Main Course and Training Institute referring to the five focus of TQS (Kloter, Philip)?

From the results of observations and interviews and documentation studies on Monday, February 24, 2020 with the manager of LKP. Utama Jaya at 10.00 WIB followed by an interview with an instructor named FikriHaikalPurba at 12.00 WIB and also a student named MutiaDewi at 15.00 WIB, Students of SMK N 1 Beringin in Deli Serdang Regency, the implementation or implementation of TQS in LKP. Utama Jaya in terms of Kloter theory, Philip is as follows:

Five focus of TQS according to Kloter, Philip

1. Focus on the customer

The thing to do is to identify customer needs and desires / expectations. Thus the company will be able to satisfy its customers. In this case, LKP.Utama Jaya's customers are students and stakeholders / DUDI. The application of TQS in this case has optimally focused on the desires of these customers. Starting from the SKL planning process, the preparation of SKL, Syllabus, Curriculum and RPP tailored to the needs of DUDI or its stakeholders, Learning Service Hours start at 8 (eight) in the morning until 6 (six) in the afternoon, every Monday to Friday.

2. Total involvement.

The existence of total management involvement in the process of providing quality improvement opportunities to all employees, will be able to optimize the existing TQS. The results of the teacher / instructor performance evaluation according to the assessment of students are good enough in serving, delivering teaching material, ethics of communicating with students and parents, and in guiding the process of teaching and learning activities.

3. Measurement of service performance.

The elements of a measurement system consist of: process and results. As explained above, that the TQS process at LKP.Utama Jaya begins with the TQS planning process, the TQS is designed with reference to the institution's accreditation instruments / quality assurance instruments for the course institutions (referring to eight education quality standards). Overall it can be described that the performance or implementation of service performance is good, but there still needs to be some improvement in terms of procurement of parking area facilities, toilets and prayer facilities. The addition of instructors also needs to be done given the ideal ratio of instructor comparison with students who are less balanced.

4. Systematic support.

Management has the responsibility in controlling the quality of service. Utama Jaya LKP has fulfilled its obligations as an institution committed to its quality and services, this is in accordance with the statement of LKP.Utama Jaya's manager. From the results of the study of documents also found institutional accreditation documents from BANPAUDPNF with the title B (Good), this proves that LKP. Utama Jaya is serious about improving the quality of services in stages over the past three years.

5. Continuous improvement.

Continuous improvement also continues to be optimized in LKP. Utama Jaya. In terms of procurement of facilities in particular, there have been many additions and improvements to infrastructure over time.

Management is carried out based on the RKAT that has been prepared. Evaluation of teacher performance is also carried out and continues to strive to serve optimally for customer satisfaction.

How is the management of TQS (Total Quality Services) at the Main Jaya Course and Training Institute, which refers to LKP quality assurance standards ?

From observations and interviews and documentation study on Tuesday, February 25, 2020 with the manager of LKP.Tama Jaya, continued interviews with instructors and students, and continued with document studies.

Main Jaya LKP is led by a leader who has passed the manager's competency test from the LSK, besides that the managerial academic level is computer-based, D3 Computer graduate (in accordance with the manager's academic documentation on behalf of BuangLesmana, Amd). The training and seminar seminars are also actively participated by managers, partnership organizations are also actively participated in by managers, such as active in the HIPKI organization (Association of Indonesian Course Organizers) of North Sumatra, and GRADATION of North Sumatra (Digital Generation Indonesia). The managerial ability of the leader of LKP. Utama Jaya was also proven in the accreditation of the institution. (documentation of institutional accreditation charter from BANPAUDPNF 2019 with Rank B).

How is the Total Quality Services supervision program carried out at the Main Jaya Course and Training Institute?

The TQS supervision program in LKP.Utama Jaya is carried out based on the standard quality assurance instruments. The following description of the supervision carried out:

1. Oversight Standards Graduation is done by conducting an internal competency test of the institution and competency test of the LSK.
2. Supervision of the implementation of the curriculum, syllabus and lesson plan programs is carried out if there is a change from DUDI or Stakeholders.
3. Supervision of the performance of educators and education personnel.
4. As for the oversight of infrastructure in the LKP.
5. For oversight of funding and administration of the institution is carried out with monthly routine book closing activities. The administration of accounting is controlled every month

IV. Conclusion

From the description and discussion of the research, the formulation of the problem in this study can be concluded as follows:

The planning stages for Total Quality Services (TQS) at Jaya's Main Course and Training Institute are as follows:

1. Graduation Standards Planning (SKL) is compiled based on DUDI's request, in accordance with the vision and mission of the institution namely LKP.Utama Jaya becomes an excellent course and training institution and produces intelligent, independent, creative and Innovative people in the IT field and has one of the missions namely producing graduates who are competent and highly competitive in the World of Business and Industrial World.
2. Syllabus planning, curriculum compiled based on the existing SKL, curriculum revision and syllabus are also planned to be carried out once a year at the end of the year.
3. As for the planning of the preparation of the RPP, it is prepared by the instructor and known by the leader of LKP.
4. In PTK qualifications, LKP.Utama Jaya is also planned to meet the standard quality assurance instruments of the institution, the educators at LKP.Utama Jaya have undergraduate academic education in the field of computers and have taken competency tests and training courses in computers, from office programs, deasin, web design, to computer networks. Recruitment is done by selecting the best alumni of students at LKP.Tama Jaya and also opening up the selection of opportunities for the general public to become PTK staff at LKP.Tama Jaya.
5. In infrastructure, TQS is designed using the principle of achieving goals, the principle of efficiency, namely the use of all sarpras should be done as well as possible, so as to reduce waste. Administrative principles, namely the administration of sarpras are managed responsibly and their use refers to the established SOP, the Principle of Clarity of Responsibility, namely the management of sarpras, becomes the duty and responsibility of all elements involved in LKP.
6. TQS planning on the Management element by creating a Work Plan and Annual Budget (RKAT), as well as managing LKP supervision internally and externally involving competency certification agencies in testing student graduation, or achieving student graduation competency achievement.

7. TQS planning on the Financing element by making a Budget Plan (RAB), then consistently carrying out cash books, balance sheets, journals and calculation of profit and loss that is recapitulated every month is known and reported by the treasurer to the leadership of LKP. Utama Jaya.
8. TQS planning on the Assessment element is based on guideline guidelines, the final assessment of learning that is signed by the Leadership of the Institution. The Guidelines consist of 3 elements: Scope of Assessment, Assessment Techniques, Graduation Standards, Assessment Guidelines.

The implementation or implementation of TQS in the Jaya Main Course and Training Institute which refers to the five focus of TQS (Kloter, Philip) is as follows:

1. Focus on the customer. Customer LKP.Uamajaya is Students and Stakeholders / DUDI. The application of TQS in this case has optimally focused on the desires of these customers. Starting from the SKL planning process, the preparation of SKL, Syllabus, Curriculum and RPP tailored to the needs of DUDI or its stakeholders, Learning Service Hours start at 8 (eight) in the morning until 6 (six) in the afternoon, every Monday to Friday. for learning facilities and infrastructure, LKP.Utama Jaya prepares one computer unit for one student. The capacity of the study room can be the capacity of 20 students, with the number of instructors 1 person. Based on government regulation number 74 of 2008 concerning teachers, the minimum ratio of students compared to the ratio of teachers is 15: 1, meaning that one teacher or instructor teaches for a maximum capacity of 15 students. In fact LKP.Utama Jaya fills its class by only providing one instructor, this is less than optimal given the capacity per class to accommodate 20 students. For each learning room equipped with air conditioning (AC), provided infokus along with the infocus screen, as well as the sound system in each room.
2. Total involvement. The existence of total management involvement in the process of providing quality improvement opportunities to all employees, will be able to optimize the existing TQS. Results rather than ratings teacher / instructor performance according to the assessment of students is good enough in serving, delivering teaching material, ethics of communicating with students and parents, and in guiding the process of teaching and learning activities.
3. Measurement of service performance. The TQS process in LKP. Utama Jaya begins with the TQS planning process. In the Process TQS is designed with reference to the institution's accreditation instruments / quality assurance instruments for the course institutions (referring to eight quality standards of education). Overall it can be described that the performance or implementation of service performance is good, but there still needs to be some improvement in terms of procurement of parking area facilities, toilets and prayer facilities. The addition of instructors also needs to be done given the ideal ratio of instructor comparison with students who are less balanced.

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