

## EXCELLENT SERVICE IN EDUCATIONAL WORLD TOWARD GLOBAL COMPETITION

ShintaHadiyantina

Lecturer in Faculty of Law, Universitas Brawijaya, Malang, Indonesia

Email: [shinta\\_fh@ub.ac.id](mailto:shinta_fh@ub.ac.id)

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### Abstract

Excellent service is a service concept that should be implemented in every private and government institutions as a form of bureaucratic reform in Indonesia. Excellent service has a function and strategic role that has the potential to determine the continuity, development and excellence of an institution. Without the excellent service it is difficult for an institution to exist and compete with other institutions, especially when having a target and a specific agenda. Therefore, the Indonesian government has put excellent service as one of the strategic issues and breakthroughs to improve bureaucratic practices which are traditionally accepted. In fact, the government has set excellent service in mandatory legislation to be applied in order to realize good government and good governance.

**Keywords:** Education and Global Competition.

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### 1. Introduction

Basically, the concept of discourse and excellent service has evolved since 1995, when the Republican President of Indonesia instructed Minister of State and Apparatus Reform to improve public services in each agency. But in reality, the parties concerned have not been able to demonstrate commitment and a strong presence on the implementation of excellent service. This excellent service demands grew stronger when the reform started rolling in 1998. Various laws then made to realize the expectations of society will improve the quality of public services because the formation of the law on public service and excellent service is not running effectively as expected.

Care is an effort to prepare what is required of others while Service is basically the act(s) that can be offered by one party to another which are not visible and thus, does not produce anything of ownership. Services is one of the products (organization) that can not be seen which remain invisible, intangible, and possessed but can be used, perceived, paid, or rented. Excellence is the total characteristics of a product (goods / services) that exceeds its standards so that customers feel they have something that exceeds expectations. Excellent service is essentially an activity that aims to help meet the needs or wishes of the people as customers and not only that, this activity is carried out effectively and free from errors making the people feel satisfied with the service they received.

#### 1. Reimplementation of Excellent Service

Public service refers to all service activities undertaken by public service providers as an effort to meet the needs of service recipients and the implementation of the provisions of the legislation. Public service providers is a unit of work in government agencies that directly provide services to its recipients (community). The nature of public service is to provide excellent service to the community which embodies the obligation as a government apparatus or public servants. Excellent service is a translation of the term '*excellent service*' which means very good service or the best service. In other words, the service is so called if it

is able to satisfy those who served (Barata, 2002) which implies that excellent service in this case is in accordance with customer expectations.

The purpose of the service is to provide services which can meet and satisfy customers or the public. Services in the public sector is based on the axiom that the service is empowerment. Services in the public sector is not to make a profit but rather to provide services according to the needs of the community (Dwiyanto et al., 2002; Prianto, 2005). One of which exacerbated the crisis till date is poor public confidence in the government apparatus most especially in the public service sector. So it culminated to poor attitudes, assumptions and judgments against the government emanating from nepotism, collusion and corruption in the public service sector.

The public service having this jargon 'that which can still be complicated, why easy' meaning that if we are dealing with government services, there will probably be penawaaran of apparatus servant, 'going through the motorway'. Therefore, the improvement of public sector services is clearly a pressing need that lies in the framework of administrative reform which will eventually lead to the success in the improvement of the public service (Dwiyanto, 2002)

To realize the target of a prime development in the public domain, the government through the minister's decision letter, page 67 of 2003 constitution stated that service activities undertaken by public service providers is an effort to meet the needs of the recipient. Based on the variety of existing definitions, the authors define public service law as a set of legal norms concerning the fulfillment of the wishes and needs of the community by state officials which binds the "government" as public service providers and "citizens" as recipients of public services with the threat of sanctions for violators of these rules (Barata, 2003). To ensure that service providers provide the best possible service, then UUPP requires service standards (Article 20);

1. The Operator is obliged to prepare and establish service standards with attention to the ability of the organizers, community needs, and environmental conditions.
2. In preparing and establishing service standards as referred to in paragraph (1), the organizers should involve the public and other related agencies
3. The Operator is obliged to apply the standards of service as referred to in paragraph (1).
4. The inclusion of the public and other interested parties referred to in paragraph (2) is done by the principle of non-discriminatory, directly related to the type of service, competence and prioritize deliberation and attention to diversity.
5. Preparation of service standards as referred to in paragraph (1) and (2) is done with certain guidelines further stipulated in government regulations (Article 21).

Component service standards at least include;

1. legal basis;
2. requirements;
3. system mechanisms and procedures;
4. period of completion;
5. fees / tariffs;
6. care products;
7. facilities, infrastructure, and / or facilities;
8. executive competence;
9. internal control;
10. handling complaints, suggestions and inputs;
11. number of implementers;
12. assurance service that provides certainty accordance with service standards;

13. security and safety services in the form of a commitment to provide security, free from the risk hesitations; and
14. Implementing performance evaluation.

Excellent Service Standard that has been developed in the organization of public services in other countries is called the citizen charter (CC). Citizen charters with a special logo was first introduced in England in the era of Prime Minister Margaret Thatcher. At first CC is a document which contains the rights and obligations inherent in the receiver and public service providers and also sanctions if any of the parties cannot meet the obligations. Then, along with the development concepts and theories of strategic management, the citizens' charter also mentioned the vision and mission of the organizational providers of services and the services provided.

In the citizens' charter on public service standards, the public interest is placed in its correct position. Citizens' charter is an approach in the implementation of public service that puts service users at the center of attention. There are several reasons underlying the need for citizens' charter applied in the administration of public services.

First, to provide assurance services that include the dimension of time, costs, procedures, and procedures for servicing which can provide information about the rights and obligations of users of public services in the whole process of public service delivery. Secondly, make it easy for users of public services to control the practice of public service delivery.

Thirdly, can facilitate management of services to improve and develop the public service and finally, can help the government as a provider of public services to identify the needs and aspirations of the community.

## **2. Types and Principles of Excellent Service**

Excellent service became one of the important issues in the process of bureaucratic reform in Indonesia although it is difficult to realize the reform agenda in the public domain.

Excellent service is a service provided by the organization to the public so as to produce best services. In the service process, there are always two elements that are inter-dependent and they are the subject- the person in charge of providing services and the objects- the people who need the service.

Object element is the person who needs and receives the service both from internal and external facets of the organization.

Elements of the subject is a person who commits or provide services to its object Excellent service has principles set forth in the public service by Ministry of State Apparatus Reform decree. Principles contained in the excellent service are as follows;

First, the transparency that is open, easy and accessible to all those in need and provides adequately and is easily understood. Second, accountability, can be accounted for in accordance with the provisions of the legislation because the Government or the entrepreneur will try to identify the real customer. In this way, it does not mean that the government is not accountable to the legislature, but instead, it creates multiple answers a defense system (dual accountability) which comprise of the legislature and the public (Osborne & Gaebler, 2005). Third, conditional namely in accordance with the conditions and the ability of the giver and the recipient of the service by sticking to efficiency and effectiveness. The fourth is that it encourages community participation in the implementation of public service with the aspirations, needs and expectations of society. Fifth, equal rights which is not discriminatory in the sense of ethnicity, race, religion, class,

gender, and economic status and then a balance of rights and obligations which the providers and recipients of public services must fulfil in the rights and obligations of each party.

In addition to the principles, excellent service also has various types, which are grouped into three, namely, the first is the **core service** - the service offered to customers, which is the main product. For example provision of a comfortable and pleasant learning environment for schools. The second is **facilitating service**- additional service facilities given to customers. For instance, the provision of front office services at the school. The third is **supporting service**- additional services or support to increase the value of the service or to distinguish the services of the competitors.

The principles of excellent service consists of simplicity, clarity and transparency, timeliness, accuracy, security, efficiency, effectiveness, economical and equitable justice. Simplicity associated with service procedures implies that it is easy, smooth, fast, straightforward, easy to understand and easy to implement. Clarity and certainty meaning that there should be clarity of service procedures, requirements, and work units served, tariffs, timetables and clarity of rights and obligations of the giver or the recipient of the service. Security involving the process and product of public services in providing security and legal certainty. Accuracy- a product of public services received correctly, properly, and legally. Responsibility- leadership of public service providers or appointed official responsible for service delivery and settlement of complaints in the implementation of public services, completeness of facilities and infrastructure, availability of infrastructure, labor, equipment and other support, including the provision of adequate telecommunications and information technology. Ease of access-ensuring that the location of service facilities are adequately and easily accessible by the public, and can make use of telecommunications and informatics technologies.in terms of Discipline, Courtesy and Hospitality, service providers have to be disciplined, polite, courteous and friendly and also provide their services with sincerity. Comfort, environmental services must be orderly, organized with the provision of a comfortable waiting room which is clean, tidy, beautiful and in a healthy environment equipped with support services such as parking facilities, restrooms, places of worship and others.

Every public service providers must have service standards as a guarantee of certainty for the recipient of the service. The standard of service is a measure that is standardized in public service that must be obeyed by the giver or recipient of the service. Public service standards set out by the minister in 2003 consisted of;

1. Procedure service: standardized service procedures for the giver and the recipient of the service, including complaints;
2. Time of service: completion within the specified time from the time of application until the completion of services including complaints;
3. Cost of services: cost / tariffs including the details set out in the process of service delivery;
4. Product service: results of the services to be received in accordance with the conditions set;
5. Facilities and infrastructure: the supply of adequate infrastructural services by public service providers;
6. Competence of personnel service providers: competent attendant care providers must be set appropriately based on the knowledge, expertise, skills, attitudes, and behaviours needed.

### 3. Conclusion

Excellent service should be the spirit in every agency of government, including in educational institutions in the conduct of services to the customer. This concept should continue to be disseminated so that it becomes embedded into the mindset of all employees. Excellent service in the world of education will not be realized if not supported by a qualified human resources and established standards.

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