

PERCEPTION, EXPECTATIONS AND INTERESTS OF STUDENT PARENT AS THE PRIORITY IMPROVEMENT OF TK X SERVICES DETERMINATION IN LUMAJANG DISTRICT

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ABSTRACT

The purpose of this research is to determine priority of service improvement in kindergarten X based on perception, expectation and importance of student guardian, and to determine the type of service that become priority of service improvement of kindergarten X based on perception, expectation and interest of student guardian. This research is expected to contribute to the improvement of services in the field of kindergarten education. This research prioritizes service improvement using lean six sigma method. This research took sample of student parents in kindergarten X of 94 respondents. This research method uses descriptive method. The results of this study which refers to the purpose of this study are three main priorities to improve the quality of service TK X is parking, toilets and child safety. Furthermore, this research is expected to contribute in the development of management science studies, especially marketing management and human resources, so it can be a reference and development for further research.

Keyword: lean six, sigma, improvement, service, kindergarten

PRELIMINARY

Improved services that are needed by external organizations and customers are the priority of improvements that the organization needs to follow up for the sake of the organization's operational sustainability. Improving service quality requires appropriate methods, according to Wahyuni (2015) in Budiwati (2017) that the concept of Lean Six Sigma is a method for measuring service quality and making improvements to service quality improvement. The lean concept is a set of methods designed to reduce waste, wait time and improve performance and reduce costs. In addition to reducing waste, it also increases the value added of the product or service to provide value to the customer. The objective is to eliminate waste all improvement processes and maximize process efficiency as well as continuous improvement of customer value through the identification and elimination of non value-added

activities that are wasteful. The quality of services from education services should be noted, in line with the increasing number of education service organizations. According to Parasuraman (1988) in Unzicker (1999), the service quality dimension is tangible, reliability, responsiveness, assurance and empathy. Dimensions of service quality is a reference to improve the quality of education services to be able to know the dimensions that require priorities improvement.

Research Hasibuan and Sutrisno (2017), that the largest value gap of -0.9186 indicates that the facilities provided are not in accordance with tuition fees paid by students and the level of education of lecturers who teach at UMA has been educated at least S2 with a positive gap of 0.0679 indicating that the level of hope that is in the student is lower than the performance given by the University X. Based on the above research that there are findings through the

gap between indicators that make input as a priority improvement for the organization in improving service. In previous research conducted in TK X of Lumajang Regency by Barlian (2018), that satisfaction of X kindergarten student satisfaction is very satisfied and the highest dimension is empathy dimension and expectation and perception on service quality dimension of TK X is very satisfied. Assessment of the quality of service TK X classified as very satisfied as if describe there is no gap in the provision of quality of service to student parents of kindergarten X.

So researchers do research in kindergarten X to follow up the improvement that may be done by TK X as a private education service. So the title of this research is "PERCEPTION, HOPE AND INTEREST OF THE MURIER'S PEOPLE AS THE DETERMINATION OF PRIORITY OF IMPROVEMENT OF X TK SERVICE IN LUMAJANG DISTRICT". Based on these problems, then the formulation of the problem in this research is what are the priority of service improvement of kindergarten X based on perception, hope and interest of pupil. This study aims to determine the priority of service improvement of TK X based on perception, expectation and interest of student parents.

BASED THEORY

In Fikri, et al (2016), the quality of Service (Service Quality) according to Supranto (2006), from the service provider's point of view is something that must be done well. Meanwhile, according to Evans and Lindsay (2000), "Quality of service is a dynamic condition associated with products, human services, processes and environments that meet or exceed expectations. According Parasuraman (1988) service quality has 5 dimensions, as follows:

- 1) Tangible
- 2) Reliability
- 3) Responsiveness
- 4) Assurance
- 5) Emphaty

Hope arises from someone before enjoying or using something (goods or services) related to what will be received or obtained from the goods or services. So according to Hill (1992), expectations are, what consumers think should be provided by service providers. However, expectations are not a predictor of what the service provider will provide. According to Saleh (2002), that perception as a process of combining and organizing our sensory data data to be developed in such a way that we can be aware of the environment around us including being aware of ourselves.

Vincent Gaspersz (2007:1) in Rahman et al (2016) defines Lean as an ongoing effort to eliminate waste and increase the value added of products (goods and / or services) to deliver value to customers customer value). Lean's goal is to continually increase the ratio of value added to waste (the value to waste ratio). Whereas according to Vincent Gaspersz (2007: 92) in Rahman, et al (2016), Lean Six Sigma or Lean Sigma which is a combination of Lean and Six Sigma can be defined as a business philosophy, systematic and systematic approach to identify and eliminate waste, or non value added activities through continuous improvement to achieve six sigma performance levels, by streaming products (material, work in process, output) and information using pull (pull) systems system) from internal and external customers to pursue excellence and perfection.

METHOD

Descriptive methods are research methods that focus on actual problems or phenomena at the time of the research, then describe the facts about the problem investigated as it is accompanied by a rational and accurate interpretation (Nawawi, 2003). This study aims to analyze students' responses about expectations and perceptions on the quality of service in TK X Kabupaten Lumajang from the point of view of the student parents interest in determining the priority of service improvement in TK X Kabupaten Lumajang. Data processing methods through testing

the validity and reliability of data. Then do it through lean six sigma techniques, as follows:

Step 1: Identify Gap Without Weight.

Step 2: Identify the Weighted Gap.

Step 3: Priorities for Improving Service Quality of Kindergarten X

1) Calculation of Gap Without Weight

In the calculation of this weightless gap is done to find the difference between the expectations and perceptions of guardians of TK X Lumajang. The average gap value of the difference between the average value of the guardian's expectation and the average value of perceptions on the dimensions of service quality of TK X Kabupaten Lumajang.

RESULT

Table 1. Calculation of Gap Without Weight

Dimensions	Statement	Value of Hope	Perception Value	Gap value	Priority Improvement
<i>Tangible</i>	Toilet	4,258	3,860	-0,398	2
	Classroom	4,311	4,182	-0,129	15
	Leisure classroom	4,376	4,139	-0,237	7
	Playground	4,215	4,000	-0,215	11
	Teaching and learning equipment	4,397	4,279	-0,118	16
	Parking	3,613	2,619	-0,994	1
	Swimming pool	4,311	4,604	0,293	
<i>Reability</i>	Counseling ability	4,301	4,086	-0,215	10
	Ability of teaching and learning process	4,408	4,125	-0,283	4
	Ability to provide information	4,172	3,956	-0,216	9
	Extracurricular implementation capability	4,268	4,021	-0,247	6
<i>Responsiveness</i>	Responsiveness in the face of complaints	4,27	4,11	-0,16	13
	Responsiveness in providing information	4,23	4,08	-0,15	14
<i>Assurance</i>	Patience provides service	4,35	4,26	-0,09	18
	Courtesy and honesty	4,36	4,30	-0,06	20

	Principal friendliness	4,42	4,31	-0,11	16
	Hospitality class guardianship	4,43	4,39	-0,04	21
	Child safety	4,37	4,00	-0,37	3
<i>Emphaty</i>	Attention to complaints	4,33	4,08	-0,25	5
	Just attitude	4,30	4,13	-0,17	12
	Patience	4,43	4,34	-0,09	19
	Understanding of special needs	4,33	4,11	-0,22	8

2) Gap Weighted Calculation

The weighted gap calculation is a combination of calculations of items of importance, weight and gap values. The gap value is obtained from the gap between the expectation and perception

of the student's guardian who has been counted before. Weight is derived from the level of interest in the total share of interest. While the weighted gap is generated from the weight calculation multiplied by the gap value resulting in the weighted gap value.

Table 2. Gap Weighted Calculation

Dimensions	Statement	Value of Hope	Perception Value	Gap value	Priority Improvement
<i>Tangible</i>	Toilet	4,258	0,044943	-0,398	-0,01789
	Classroom	4,311	0,045502	-0,129	-0,00587
	Leisure classroom	4,376	0,046188	-0,237	-0,01095
	Playground	4,215	0,044489	-0,215	-0,00957
	Teaching and learning equipment	4,397	0,04641	-0,118	-0,00548
	Parking	3,613	0,038135	-0,994	-0,03791
<i>Reability</i>	Swimming pool	4,604	0,048595	0,293	0,014238
	Counseling ability	4,301	0,045396	-0,215	-0,00976
	Ability of teaching and learning process	4,408	0,046526	-0,283	-0,01317
	Ability to provide information	4,172	0,044035	-0,216	-0,00951
	Extracurricular implementation capability	4,268	0,045048	-0,247	-0,01113
<i>Responsiveness</i>	Responsiveness in the face of complaints	4,27	0,045069	-0,16	-0,00721
	Responsiveness	4,23	0,044647	-0,15	-0,0067

	in providing information				
<i>Assurance</i>	Patience provides service	4,35	0,045914	-0,09	-0,00413
	Courtesy and honesty	4,36	0,046019	-0,06	-0,00276
	Principal friendliness	4,42	0,046653	-0,11	-0,00513
	Hospitality class guardianship	4,43	0,046758	-0,04	-0,00187
	Child safety	4,37	0,046125	-0,37	-0,01707
<i>Emphaty</i>	Attention to complaints	4,33	0,045703	-0,25	-0,01143
	Just attitude	4,30	0,045386	-0,17	-0,00772
	Patience	4,43	0,046758	-0,09	-0,00421
	Understanding of special needs	4,33	0,045703	-0,22	-0,01005

3) Ranking Priority of Service Quality Improvement

Based on the calculation of weighted gap in table 13, it can be determined the priority of improvement on the quality of the kindergarten

service of Lumajang Regency. The way of choosing priority service quality improvement in TK X Lumajang District is based on the weighted gap value that meminili gap weighted value largest to the smallest weighted value gap.

Table 4
Rank Priority Improvement Service Kualitas

Dimensions	Statement	Value of Hope	Perception Value
<i>Tangible</i>	Toilet	-0,01789	2
	Classroom	-0,00587	15
	Leisure classroom	-0,01095	7
	Playground	-0,00957	10
	Teaching and learning equipment	-0,00548	16
<i>Reability</i>	Parking	-0,03791	1
	Swimming pool	0,014238	Gap positif
	Counseling ability	-0,00976	9
	Ability of teaching and learning process	-0,01317	4
	Ability to provide information	-0,00951	11

	Extracurricular implementation capability	-0,01113	6
<i>Responsiveness</i>	Responsiveness in the face of complaints	-0,00721	13
	Responsiveness in providing information	-0,0067	14
<i>Assurance</i>	Patience provides service	-0,00413	19
	Courtesy and honesty	-0,00276	20
	Principal friendliness	-0,00513	17
	Hospitality class guardianship	-0,00187	21
	Child safety	-0,01707	3
<i>Emphaty</i>	Attention to complaints	-0,01143	5
	Just attitude	-0,00772	12
	Patience	-0,00421	18
	Understanding of special needs	-0,01005	8

4) Quality Service Quality Priority

Based on the priority ranking table of service quality improvement, it is presented in table 5 for the

results of service quality improvements that get the top ranking (which requires more attention to follow up).

Table 5
Priority of Service Quality improvement

Dimensions	Statement	Priority
<i>Tangible</i>	Parking	1
	Toilet	2
<i>Assurance</i>	Child Safety	3

5. Discussion of Research

Results According to Parasuraman (1988), one of the dimensions of service quality is Tangible, is the quality of service in the form of physical targets office, computerization, waiting room, place information, equipment and personnel "(Zeithaml, 2000). For service quality indicator on tangible dimension that service quality become priority repair for kindergarten X that is parking and toilet. Something that the guardian's guardian got was not

what the student guardian expected. TK X is an organization engaged in the education services of children or kindergartens, the process of providing services from in to outpun which is not in the form of goods but the services obtained by kindergarten students assessed and felt by the guardians of the students attention of the guardians. In addition, the children attend school at TK X for 2 years accessed or done every day from Monday to Saturday, so that continuous service process must get the best service.

Organizations engaged in services are different from retail, where goods can be exchanged and consumers accept it as more services while the organization in the field of service can not be exchanged because the service is accepted and consumers assess what it receives even every day and continuously in accordance with the service delivery process education. Therefore, service organizations are expected to provide easy access for customers (guardians) in getting services, one with a more convenient parking area. Limitations of the parking area become the problem of various ventures so the availability of convenient and convenient parking makes a competitive advantage for an organization

Based on the factors forming the expectations and perceptions of the guardians of the need and value is something fundamental, transportation is a tool used for daily activities of society as high as parking is a fundamental requirement for every rider of the vehicle. In addition, the values derived from the guardian's background make the values of each pupil different, the student guardian with the high economic condition has a different perspective with low economic conditions. Therefore, TK X is a kindergarten that becomes the foundation of the successor of the foundation to stay in school in one shade foundation that implements "one day school" system belongs to family who have high activity and high economy. So the need for transportation will not be separated the need for parking lot to access kindergarten X becomes a priority for repair.

Based on identittas data collected respondents only 54 respondents, explaining that the guardian of the students who become the most respondents is the guardian of the students with the job as a housewife. This indicates that housewives have plenty of time to focus on the education services provided to the children so that the school shuttle process by their own parents (mother) makes the main street crowd of TK X.

Toilets are included in the tangible dimension that needs to be repaired not far from the need for the availability of parking lots. Cleanliness and safety of

the use of toilets must be a concern, the health of the kindergarten children become very sensitive for the guardian of the pupil. On the availability of bathrooms and cleanliness is a concern to be managed with standards to ensure cleanliness and safety in accessing the bathroom. It is also influenced by parents' expectations and perceptions of values and needs. So based on the priority of improvement on the tangible dimension, market segments and service quality must go hand in hand. The selection of high market segments requires attention to the provision of quality service standards of high tangible dimensions.

The priority of improving the quality of the 3rd kindergarten service is child safety on the assurance dimension. Assurance in Kotler (2001), "Assurance involves knowledge, capability, courtesy and trustworthiness of staff, free of danger, risk or doubt. So the expectations and perceptions of the kindergarten pupils X on the security of the child to access the education service in kindergarten X feel the concern for the security of the child as free from the danger that may happen to the kindergarten children. The perception and expectation of the kindergarten students of X kindergarten can not be separated from the influence of past experience, values and needs.

Guardians who have experience in Kindergarten X will provide recommendations and suggestions to prospective guardians, if the advice given is alarming then making the guardians will increase awareness of the safety of their children. So the occurrence of negligence to the security of students in kindergarten X can be the experience of guardian pupils to spread (word of the mouth) in the environment of kindergarten X. Student guardians with high economic conditions require schools that are considered qualified to be able to provide good school education and keep growing flowers of children with extra so that the security of the child becomes a requirement of the guardian of the pupil.

The improvement priorities using the Lean Six Sigma method give conclusions in the improvement of tangible dimensions, namely the need for parking availability, the need for toilet hygiene and the assurance dimension of child safety.

Conclusion

Based on the results of research and discussion that has been presented, then it can be taken some conclusions as follows: The purpose of this research is to apply the perception, expectation and importance of student guardian to determine priority of service improvement of TK X of Lumajang Regency. The 3 main priorities to improve the quality of XK services are parking, toilets and child safety.

Suggestion

On the results of research and discussion, there are some suggestions for related parties;

1. The TK X Foundation of Lumajang Regency

As inputs to provide discourse on the improvement of quality service of kindergarten X based on perception, hope and interest of pupil.

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The determination of market priorities should be accompanied by the provision of services in accordance with the level of market values being targeted. Therefore, the foundation should pay attention to facilities and infrastructure such as parking, toilets and teaching and learning equipment to provide students with security in accordance with the values or background of students.

2. Community Party

For the community, it is expected to understand TK X before choosing to get education service in TK X, in order to be able to adjust to existing condition in TK X and prepare to coordinate with staff related to child and environment condition in student's house.

3. Further Researchers

For the next researcher, it is expected to review the priority of XK kindergarten improvement in terms of service quality so there is a collaboration between quality and service quality in TK X. In addition to add the variables that have not been studied in this research.

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